

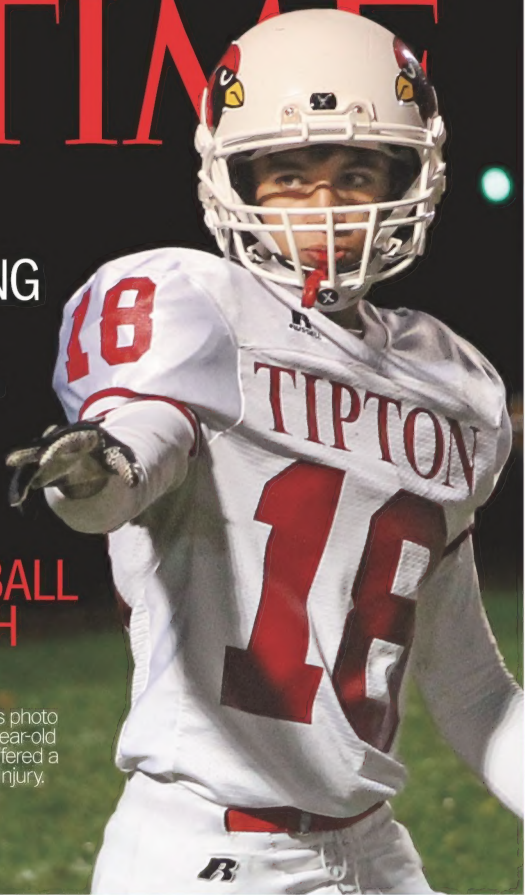
TIME

HE
DIED
PLAYING
THIS
GAME.

IS
FOOTBALL
WORTH
IT?

Shortly after this photo was taken, 16-year-old Chad Stover suffered a traumatic brain injury. He never got up

BY SEAN GREGORY





It's driven enough miles to cross the country dozens of times. Without ever leaving its zip code.

When you have a family, cross-town becomes the new cross-country. But that doesn't mean the Volkswagen Passat isn't equipped for adventure. Quite the contrary, it'll help you navigate the greatest adventure of all, parenthood. Host more pick-ups and drop-offs than most taxis, daily commutes, and countless late-night pizza runs. And with Volkswagen having more vehicles on the road with over 100,000 miles than any other brand*, it's no wonder why so many families choose to grow up in a Passat. It's built to go the distance, even if the distance never strays far from home. **That's the Power of German Engineering.**

vw.com

*2012 Passat shown. Your experience will vary and depends on many factors, including driving habits and vehicle maintenance/repairs. Global calculation of total vehicles with over 100,000 miles per brand based on iFixit.com (www.iFixit.com) (average mileage per year data and IHS Automotive Poll global registrations of 2001 models and older in 49 countries, as of November 2013). ©2014 Volkswagen of America, Inc.

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Photograph by Curtis Simmons/*The Tipton Times*



Secretary of State John Kerry on a Sept. 10 flight to Iraq for talks to forge a coalition against Sunni militants. Photograph by Brendan Smialowski

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Author Ian McEwan



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Editor's Desk

Rules of the Game



MY HUSBAND AND I DON'T HAVE SONS, so we never had to ask ourselves how we'd have felt about them playing football. But we have learned through our daughters the toll that head injuries can take, and so I confess to a bias when it comes to weighing whether any sport is worth the risk.

Sean Gregory's cover investigation explores that question through the wrenching story of Chad Stover, a smart, gifted, well-liked wide receiver and defensive back in Tipton, Mo., who died last year after suffering a traumatic brain injury during a game. We've all been watching football this fall—the games as fervently as ever but the headlines as well, about players behaving badly, beaten wives, rapacious owners and a complicit commissioner. But there is also news about the other football scandal, the one involving years and years of adamant denial about the toll the game takes on players' health. As many as 1 in 3 NFL players will develop dementia, Alzheimer's or some cognitive problem, the league predicted in court documents in the case of the 5,000 former players who are suing for damages. And the diseases will hit them at younger ages than they will for the general population.

The NFL's culture of denial is impossible to excuse but easy to understand, given the billions of dollars at stake, so it has taken years for the players to seek justice through the smoke screen. At the high school level the safety question is in some ways more complicated, woven deeply into the fabric of community life and Friday nights and family tradition and the rituals that, gently or roughly, ferry teenagers into adulthood. There is the power of the Team and the lure of the larger goal, the lessons learned from sacrifice and resilience and from the quest to be a hometown hero.

All those dimensions and more are familiar to



A collection of mementos from Chad Stover's life, photographed at the family's home in August 2014

the Stover family, who have suffered the ultimate, unimaginable loss and yet have not turned away from the game their son loved. They used to organize the postgame meals; they saw how neighbors mingled in the stands, saw the power in high school football's communal bonds. They don't want that taken from anyone else. People don't blame the act of driving for auto accidents. There aren't calls to ban cars—so why pin this tragic accident on the game? "They've decided to share Chad's story with TIME because they'd love for some good to come out of it," Sean says. "Parents and players and policy-

makers can read it and make informed judgments: Should I play? Should my child play? Should we have more medical support at games? Should we change some of the fundamental rules of the game? Often during our long conversations, the whole room was in tears, myself included."

Tragedies like the Stovers' make me wonder whether a change is coming. Last year there were more deaths due to football contact than in any year since 2001, and all were at the high school

level. Participation for kids ages 6 to 12 is down more than 25% since 2007 as sports like lacrosse have taken off. Some states are changing the rules about contact, when games should turn from touch to tackle and what medical resources should be required at games. But at some point, football's future will not depend on how it is policed; it will depend on how it is perceived. Can the game be made safer, cleaner, more accountable—or does violence run so deep in the game's bloodstream that it can't be drained away?

Nancy Gibbs, MANAGING EDITOR

SETTING THE RECORD STRAIGHT

In "Almost Everybody's Got Talent" (Sept. 23), a map caption misidentified the location of Poland. In "Are There Any Safe Places Left to Live?" (Sept. 8–15), a map caption incorrectly located Ocean County, New Jersey.

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Briefing

The atmosphere

The hole in the ozone layer has stopped growing, a U.N. report found



GOOD WEEK

BAD WEEK



Global warming

Missed CO₂ targets mean the world is on track to be 7.2°F warmer by 2100



770

Weight in pounds (350 kg) of an enormous female squid hauled from the Ross Sea off the coast of Antarctica, drawing comparisons to the mythical creature the Kraken

4

million

Number of iPhone 6 units preordered in their first 24 hours of availability, a new record for Apple

‘They are not Muslims. They are murderers.’



DAVID CAMERON, British Prime Minister, speaking after a video emerged of the execution of British aid worker David Haines by the Islamic extremist group ISIS

‘It’s our national and civic duty to fight anti-Semitism.’

ANGELA MERKEL, German Chancellor, addressing the surge in incidents and sentiment against Jews in Germany since the conflict between Israel and Hamas in Gaza



‘Whipping—we do that all the time.’

CHARLES BARKLEY, former NBA star, defending corporal punishment as common practice in the South following the child-abuse indictment of NFL star Adrian Peterson for disciplining his son, 4, with a switch

‘HELLO, IOWA. I’M BAAAACK.’

HILLARY CLINTON, former U.S. Secretary of State, at a Democratic fundraiser that marked her first visit to the Hawkeye State since her third-place finish in the 2008 presidential caucuses



10 m.p.h.



The speed (16 km/h) of a robotic cheetah built by MIT, which can bound unaided until it reaches a full gallop

‘You can do whatever talent you want on national television, even with a red cup, and still be Miss America.’



KIRA KAZANTSEV, who won this year’s pageant with a musical routine incorporating a plastic cup as percussion, on the message her victory sends to American girls





Briefing

LightBox

Flames in the Land of Fire and Ice

The massive Bardabunga volcano in Holuhraun, Iceland, erupts on Sept. 13; some scientists are concerned that the extra heat could eventually melt glaciers and cause flooding in nearby towns.

Photograph by Einar Gudmann—
Barcroft Media/Landov

FOR PICTURES OF THE WEEK,
GO TO lightbox.time.com

World

POLL

DO YOU
THINK YOUR
COUNTRY'S
ECONOMY
IS DOING
BADLY?

Pew Research
Center put
the question
to people in
44 countries.

Below, a
sampling of
how many
said yes:



88%
France



79%
Thailand



67%
Brazil



60%
Mexico



46%
Turkey



Pope Francis Hints At Reform With Mass Wedding in Rome

Popes, as a rule, rarely preside over public marriage ceremonies, but when they do, it's usually because the church wants to make a point. So when Francis married 20 couples at St. Peter's Basilica on Sept. 14, it had the force of a papal seal.

The participants ranged in age from 25 to 56 and were from the diocese of Rome. But the real story was in the details: one bride was already a mother, some of the couples had already been living together, and others had previously been married.

In October, Francis will convene an Extraordinary General Assembly of the Synod of Bishops, the first big-ticket item he put on the agenda when he became Pope last

year. More than 250 Cardinals and church representatives from around the world are due to attend what will be only the third such meeting at the Vatican since 1965. The topic: "The Pastoral Challenges of the Family in the Context of Evangelization," which really means the Pope wants priests to consider new ways to apply church teachings as social mores and sexual practices evolve.

Officially, the Vatican allows remarriage only if a past marriage is annulled, or declared in the church's eyes to never have truly existed. The annulment process is far from user-friendly, and cohabitation is frowned upon. But with the group wedding, Francis has signaled mercy and an openness to change as a top priority.

Since local churches tend to make their own decisions about serving Communion to Catholics who are divorced and remarried, or cohabiting,

Pope Francis presides over the weddings of 20 couples on Sept. 14 at St. Peter's Basilica in Vatican City

new guidance from the Holy Father in October could herald a significant shift. There will, however, be a limit to how far the Vatican might go.

For example, Francis did not preside over the weddings of any gay couples. And while the ceremony in Rome was striking, he affirmed the church's traditional teaching: "This is what marriage is all about," he preached, "man and woman walking together, wherein the husband helps his wife to become ever more a woman, and wherein the woman has the task of helping her husband to become ever more a man."

Nonetheless, by celebrating the marriages that he did, Pope Francis offered a sacramental blessing that will not go unremembered when the world's bishops meet next month.

ROUNDUP

The Fallout From Russia's Food-Import Ban

Russia retaliated against U.S. and European sanctions by blocking Western food imports in August. Here's how the ban is taking a toll on foreign farmers and consumers alike.



Excess Apples

Leading figures in Poland—which exported some 770,000 tons of apples to Russia last year—are calling on locals to drink more cider to make up for the lost demand



Tomato War

Hundreds of people held a tomato fight in central Amsterdam to protest Moscow's action—but, crucially, also to raise money for local producers hurt by the Russian ban



Salad Shortage

Without Western imports, the Russian arm of McDonald's has taken some salads off its menu while it looks for local suppliers to plug a sudden gap in the supply of quality ingredients



Illegal Cheese

Russian chefs who want Italian cheese have reportedly been forced to smuggle it in via Belarus, which imports freely from Europe—and has a trade agreement with Russia

UNITED KINGDOM

97%

Percentage of eligible voters in Scotland who registered to have their say in an independence referendum on Sept. 18



Trending In



JUSTICE

Pakistani security forces arrested 10 people allegedly connected to the shooting of teen activist Malala Yousafzai in 2012



MEMORIALS

A life-size statue of the late R&B singer Amy Winehouse was erected in her hometown of London



SCANDAL

A South African TV station mistakenly booked two of South African President Jacob Zuma's four current wives for the same interview



VIOLENCE

A shell fired from Gaza hit Israel on Sept. 16 in the first such attack since an August cease-fire deal between Hamas and Israel



THE WORST EBOLA OUTBREAK ON RECORD

Cumulative number of Ebola cases in the current outbreak in West Africa:

4,985

Deaths:

2,461

Additional funding the U.S. Defense Department is seeking to combat Ebola:

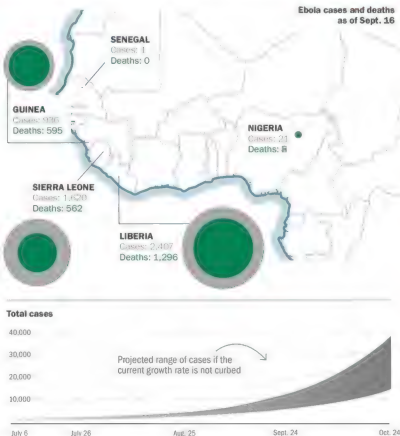
\$500 million

U.S. troops being sent to the region to support the global response:

3,000

Estimated cost to contain the disease:

\$1 billion



Dispatch

PARIS

Paris

At Home Abroad

France's leader is struggling to contain the political fallout of a personal scandal

BY VIVIENNE WALT

NOT MANY PEOPLE WOULD pick Iraq for a welcome getaway—unless you are in such deep trouble back home that one magazine cover describes your life as a “voyage to the depths of HELL.” Such was the case for French President François Hollande, who, when he landed in Baghdad on Sept. 12 to discuss launching air strikes against the Islamic State of Iraq and Greater Syria (ISIS), looked more relaxed than he had in weeks. The true nightmare for the embattled French leader was back in Paris.

The President's travails began in January, when paparazzi caught him sneaking out of the Élysée Palace on his motorbike to see his alleged lover, the 42-year-old actress Julie Gayet. The ensuing drama was worthy of Molière: as the news broke, France's First Lady, Hollande's longtime partner Valérie Trierweiler, was rushed to the hospital with what aides described as a need for rest. Hollande, 60, kept mum, telling *TIME* two weeks later, “One is entitled to have a private life.” Then he ended his nine-year relationship with Trierweiler with a bland 18-word written statement.

Now Trierweiler, 49, is back. On Sept. 2, she published a book, *Thank You for This Moment*, about life with the never married Hollande, portraying the President as callous and manipulative. To many French, the book sounded like vengeful whining, though

they were happy to buy all 200,000 copies within days.

Still, Trierweiler has inflicted real damage. She says she was hospitalized after swallowing numerous sleeping pills the day Hollande's supposed affair came to light.



On his own Hollande leaves the Élysée Palace after a press conference with his Czech counterpart, Milos Zeman, on Sept. 9

Describing her desperation in *Paris Match* magazine, where she is a staff writer, Trierweiler recounted, “I want to escape. I lose consciousness.”

For Hollande there is no escape. Trierweiler aimed her sharpest arrow at the *raison d'être* of his Socialist presidency: defending the poor, in contrast to his Rolex-wearing predecessor Nicolas Sarkozy, whom he unseated in 2012. “He campaigned as the enemy of the rich, but the truth is that

he despises the poor,” Trierweiler wrote. Hollande hit back on Sept. 10, telling a French journalist he had “built his existence on the principle of helping others.” His defense fell flat. The wildly popular satirical puppet show *Les Guignols de l'Info* depicted Hollande frantically proclaiming in an interview, “I love the poor!” The interviewer's response: “The poor no longer love you.”

Indeed, Hollande's popularity has sunk so fast that even Sarkozy, who was deeply disliked in office, is eyeing an

French have had enough. Hollande, who came to power promising economic recovery, presides over near zero growth and record-high unemployment that is approaching 11%. In January he unveiled a “responsibility pact” to boost private-sector investment and streamline France's bloated bureaucracy. But the plan has stalled as ministers squabble over the details, which include \$65 billion in public-service cuts.

The problems go far beyond Hollande's lackluster performance. Many French see their politicians as occupying a hermetic bubble disconnected from reality, especially since most graduate from the same elite institutions and have known one another for decades. To ordinary citizens, such inbred power seems ill suited to shepherding the country through an economic storm that has been particularly hard on the less fortunate.

On Sept. 4, for example, Hollande dismissed his brand-new Trade Minister after he was found to have not paid his taxes or rent for years. He explained that he had simply forgotten and that he suffered from “administrative phobia”—a disorder that sounded familiar to taxpayers. (He has since settled his debts.) The following day, the government announced that it had once again overshot its 3% public-deficit target.

For the bachelor President, holed up in his grandiose palace, waging war against ISIS might feel almost simple in comparison with his home-front woes. Arriving in Baghdad on Sept. 12, Hollande received a bear hug from Iraqi President Fuad Masum. That kind of warmth is hard to find at home.

"We went across the U.S. three times in our first Prius. The new one's got a lot of adventure ahead of it."

The Russes, Prius owners



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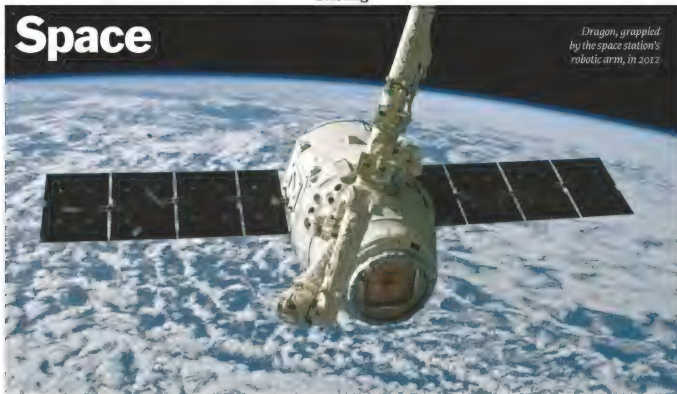


**Let's
Go
Places**

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Space

Dragon, grappled by the space station's robotic arm, in 2012



Launch Party NASA picks a pair of new orbiters, boosting its chances for a revival

BY JEFFREY KLUGER

REMEMBER THE GUY YOU DIDN'T LIKE IN HIGH SCHOOL BUT HAD to be nice to because he had a car and he gave you lifts? Welcome to U.S.-Russia relations in space. Since 2011, when the last space shuttle stood down, American astronauts have had to hitch rides aboard the Russian Soyuz to get to the International Space Station (ISS)—which, by the way, we built. At \$70 million per seat, the ticket price has not exactly been coach fare. But the U.S. is about to get its own ride. On Sept. 16, NASA announced the winners of a years-long competition among domestic companies vying to build the next line of vehicles that will carry Americans into space.

Who's In, Who's Out

The firms that got the golden tickets were Boeing and the upstart SpaceX, headed by industrial phenom Elon Musk. Boeing is an industry stalwart and was a prime contractor on the ISS. Musk is an industry wunderkind who has already launched unmanned cargo runs to the ISS under a contract

it shares with Virginia-based Orbital Sciences.

The big loser of the day was Sierra Nevada, which made it to the medal round but missed the podium, perhaps due to the design of its ship, which would have had wings and re-entered the atmosphere like the space shuttles. That model, as tragic history showed, had problems.

The New Ships

Both Boeing and SpaceX are going back to the future with their designs, building something of a souped-up Apollo spacecraft with room for up to seven astronauts. The Boeing vehicle, known as the CST-100, will launch atop the existing Atlas V booster. Musk's snazzier-sounding Dragon 2 capsule will reach orbit aboard his company's Falcon 9 booster. An earlier Dragon model has been used for unmanned cargo runs, making such an impression on space-station astronauts that one even complimented its "new-car smell."

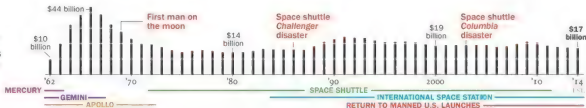
No Sticker Shock

NASA is being relatively frugal with the deal it struck. The total value of the two-company

contract is \$6.8 billion, with Boeing and SpaceX promised at least two development flights each, and up to six each if their designs prove themselves; full payout is contingent on success. The overall price is not much different from what 12 shuttle flights would cost, but competition and economies of scale could eventually bring the cost down.

None of this means that the new crews should be clambering into their space suits just yet. NASA projections call for launches to begin in 2017, but NASA projections are notorious for slipping. Still, a lot of metal and a lot of checks have been cut for the new spacecraft, and the smart money says an American space resurgence is coming—and it's coming soon.

WITH A TIGHTER BUDGET, NASA SPENDS LESS THAN HALF OF WHAT IT DID IN THE MID-'80S
FISCAL-YEAR SPENDING IN 2014 DOLLARS



Source: Office of Management and Budget

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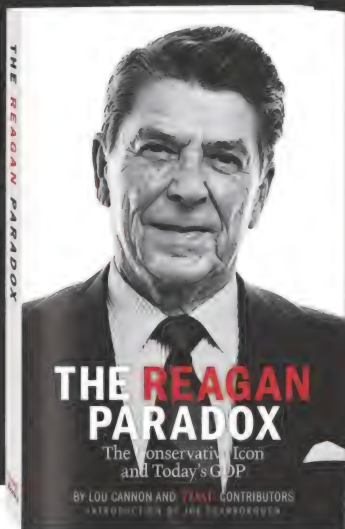
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PAST. PRESENT. FUTURE.

Bringing together some of today's smartest political writers to take a fresh look at the legacy of the 40th president ten years after his death, *The Reagan Paradox* explains why he is hero to some, villain to others, and icon to many.



Includes contributions from Lou Cannon, Jon Meacham, Bob Spitz, Craig Shirley and TIME deputy managing editor Michael Duffy, with an introduction by Joe Scarborough

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Nation

The Pot Raiders Private security pulls weed in an economy no longer quite underground

BY ALEX ALTMAN



Forest service A Lear employee cuts down marijuana plants in Mendocino County

IN THE WILDS OF CALIFORNIA'S POT COUNTRY, men fast-rope from a rented helicopter into a forest both dense and remote. Clad in body armor and camouflage and carrying AR-15 rifles, they creep through the trees toward their target: one of the illegal marijuana gardens dotting Mendocino County.

What looks like a military assault force is, in fact, a for-profit operation of Lear Asset Management, a private security firm. Paul Trouette, its CEO, is not a cop or a soldier. He is a longtime county fish-and-game commissioner and the head of an association devoted to preserving local herds of black-tailed deer. Trouette founded Lear in 2012 in response to the county's epidemic of "trespass" marijuana crops. Private landowners and timber companies pay the firm to chop down hidden gardens, and government grants fund environmental-reclamation efforts.

Lear's business model is rooted in the region's complicated relationship with weed. Mendocino constitutes one-third of Northern California's Emerald Triangle, the capital of American cannabis cultivation. By some estimates, two-thirds of the local economy is linked to pot. But many longtime

growers are the product of the back-to-the-land movement of the 1960s. They have no truck with fly-by-night newcomers who strew trash through the woods, poison wildlife and pollute streams. Armed watchmen have terrorized hikers, guarding thirsty plants that suck up vast quantities of water amid a crippling drought.

Tension between locals and outsiders has also led to legal tangles, threatening marijuana's national momentum. California allows residents to grow as many as six marijuana plants, and Mendocino permits 25. But federal law still classifies pot as a drug on par with heroin. In 2012 the feds stopped Mendocino from licensing cultivation under the supervision of its sheriff. A year earlier, the district attorney launched a program that trades restitution fees for a reduced sentence. The change produced an economic windfall but also led to charges that it lets wealthier criminals purchase leniency.

The persistent confusion irks nearly everyone in the Triangle, including Trouette. "I think the federal government would do everybody a big favor," he says, "by regulating this industry."

The Rundown

WEATHER Continuing the trend toward warmer summers, this August was the hottest one worldwide since record keeping began in 1880, according to a study released Sept. 15 by NASA's Goddard Institute for Space Studies. In **California**, years of drought and a particularly warm August had thousands evacuating because of wildfires, including a spectacular blaze behind Yosemite's Half Dome.

HEALTH

8%

The drop in the number of Americans without health coverage in the first quarter of 2014 compared with the previous year, indicating the Affordable Care Act is significantly cutting the ranks of the uninsured.




FAMILY AFFAIRS

Congressman
Mark Sanford of
South Carolina used

a Facebook post Sept. 12 to announce the end of his engagement to Maria Belén Chapur, the Argentine woman he secretly visited in 2009 while governor. Meanwhile, Sanford agreed to go to mediation with his ex-wife after she asked a judge to force the Republican to undergo a psychiatric exam and take classes in parenting and anger management. The two are locked in a child-custody battle stemming from their 2010 divorce.

POLITICS Hillary Clinton had company in Iowa on Sept. 14. Bernie Sanders, the U.S. Senator from **Vermont** who calls himself a socialist and caucuses with Democrats, also talked about running for President, perhaps as an independent.



At 0700, Jasmine boarded a plane for her third tour.

At 0900, the following day,
her daughter started kindergarten.

At 1830, the next Tuesday, her son took his first steps.

It's time they'll never get back.



**Give
an Hour**

Give help | Give hope

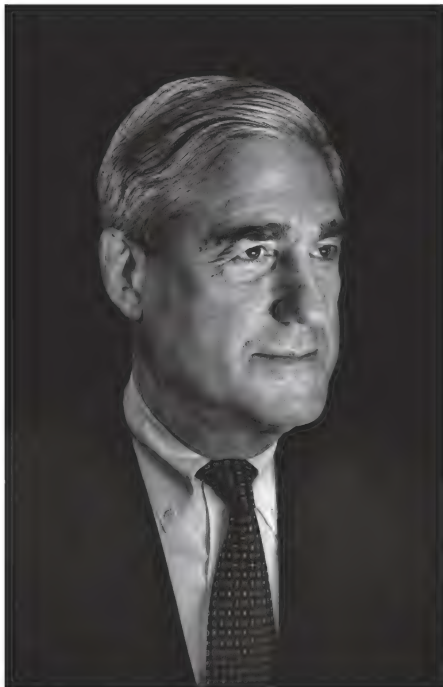
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Vitals



VITAL STATS

70

years old

2001

The year he became
FBI director

4

Number of war
medals received

0

Years playing
pro football

Robert Mueller

The former FBI director probing the NFL

The National Football League has hired Mueller to investigate its response to a video showing Baltimore Ravens star Ray Rice knocking unconscious his then fiancée (now wife) Janay Palmer in a casino elevator on Feb. 15 and issue a public report.

► CLAIMS TO FAME

A former federal prosecutor and recipient of the Bronze Star and Purple Heart as a Marine in Vietnam, Mueller took over the FBI a week before Sept. 11, 2001, and reorganized the bureau. He threatened to resign over George W. Bush's warrantless surveillance program in 2004 and successfully constrained parts of it.

► CURRENT CHALLENGE

Mueller must deliver a credible report on the narrow question of which top NFL officials knew about the video—one that doesn't look like a bought-and-paid-for cover-up for either commissioner Roger Goodell or the NFL's broader domestic-abuse problems.

► BIGGEST CHAMPION

"He does what he thinks is necessary to do on the merits," says former U.S. Attorney General Michael Mukasey. "He will pick people who are like-minded."

► BIGGEST CRITIC

National Organization for Women president Terry O'Neill called Mueller "a quasi-insider" and the probe "window dressing."

► CAN HE DO IT?

Mueller brings a record of standing on principle and putting public service ahead of his own interests. His biggest challenge may be ensuring the credibility of a team that draws heavily from his law firm, WilmerHale. The firm had an extensive and profitable relationship with the NFL and several of its most powerful figures, including Ravens president Dick Cass, a former Wilmer partner.

—MASSIMO CALABRESI

Money



Do Nothing, Make Money CalPERS gives another nudge to index-fund investing

BY BILL SAPORITO

IT WOULD BE REASONABLE TO ASSUME that the professionals running CalPERS, the California pension fund with \$300 billion in assets, would be good at picking stocks. Or at least reasonably good at picking other smart people to pick stocks for them. But in the past year, CalPERS has made two decisions that are telling for all investors when it comes to trying to outperform the market.

Last year, the pension fund signaled its intention to move more assets from active management into passively managed index funds. These are funds in which you buy a market, such as the S&P 500 or the Russell 2000, unlike mutual funds that try to select winners within a given class of equities. More recently,

CalPERS said it would also pull out the \$4 billion it has invested in hedge funds. Although hedge-fund honchos make headlines with their personal wealth, the industry has significantly lagged the market in the past three years. "Call it capitulation or sobriety: it's saying that we can't beat the market and we can't find managers who can beat the market, and even if they can, their fee structures are overwhelming," says Mitch Tuchman, CEO of Rebalance IRA, an investment adviser focused on index-fund-only portfolios.

The CalPERS move is a nod to University of Chicago economist Eugene Fama, who won a Nobel for his lifelong work on "efficient markets." That theory says that because stock prices reflect all available

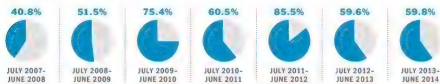
information at any moment—they are informationally "efficient"—future prices are unpredictable, so trying to beat the market is useless. According to the SPIVA (S&P Indices Versus Active) Scorecard, the return on the S&P 500 beat 87% of active managers in domestic large-cap equity funds over the past five years.

Why can't expert money managers succeed? Researchers from the University of Chicago say there are so many smart managers that they offset one another, gaining or losing at others' expense and winding up near the market average, before expenses. "Unless you have some really special information about a manager, there's really no good reason to put your money in actively managed mutual funds," says Juhani Linnainmaa, associate professor of finance at Chicago's Booth School of Business. He says the median managed fund produces an average -1% alpha—that is, below the expected return. Some funds do beat their index—what's not clear is why. "What is the luck factor?" he asks. "Given the noise in the market, it's kind of hopeless to try to figure anything out of this." Linnainmaa's colleague, finance professor Lubos Pastor, also found that mutual funds have decreasing returns to scale. Size hurts a manager's ability to trade.

Yet even if managers match the market, they've got expense ratios that then eat into returns. Index-fund proponents like John Bogle at Vanguard have long preached that fees dilute performance. A 1% difference can be huge. "It's not 1% of all your money," says Tuchman, "it's 1% of expected returns: that's 16% to 20%." The average balance in Fidelity 401(k) plans was \$89,300 in 2013. While 1% of that is \$893, if you earned 8% compounded over 10 years, your balance would be \$192,792; at 7% it's \$175,667, a difference of \$17,125. Real money, in other words.

Investors are getting the message, pouring some \$345 billion into passive mutual and exchange-traded funds over the past 12 months vs. \$126 billion in active funds, says Morningstar. "At the end of the day," says Tuchman, "an index fund is run by a computer, a robot. We don't want to believe that a robot can beat Ivy League M.B.A.s—and I'm one of them." What CalPERS seems to be saying is that the game is over. The robot wins.

SHARE OF ACTIVELY MANAGED LARGE-CAP FUNDS THAT WERE OUTPERFORMED BY THE S&P 500



SOURCE: S&P DOW JONES INDICES



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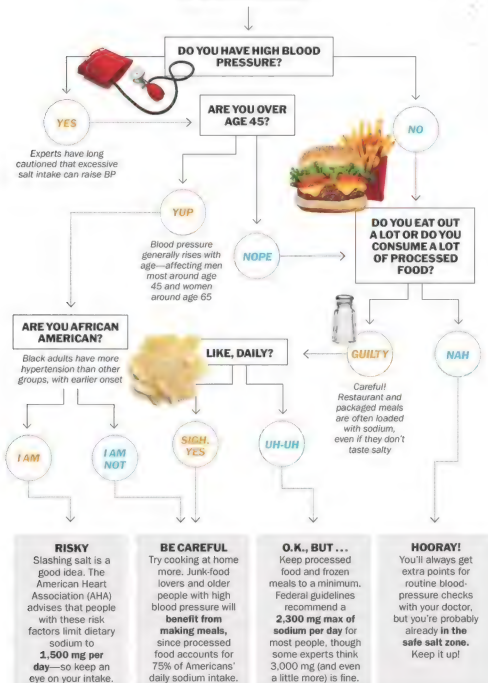
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How Much Salt Is Safe?

Warnings abound that we're overloading on salt, but earlier in September a study found that sodium wasn't significantly linked to high blood pressure in people who were not hypertensive. How to make sense of it all? Start here.

BY MANDY OAKLANDER



Natural ways to lower blood pressure



GET SOME EXERCISE

It slows your heart rate by putting less pressure on your arteries—and the weight loss doesn't hurt, either.



EAT WHOLE FOODS

Nutrients like potassium can balance sodium in the body. Cook at home, since your saltshaker won't get you near restaurant levels.



WATCH YOUR ALCOHOL

Cutting back can lower blood pressure. Heads—not bottoms—up: moderation means a drink or two a day at the most.



TRY TO DE-STRESS

When people with heart disease meditated, they were 48% less likely to have a heart attack or stroke, according to one study.

NEW!

JUBLIA®
(efinaconazole)
Topical Solution 10%



TOENAIL FUNGUS?
—DON'T HIDE IT—
FIGHT IT
WITH JUBLIA

Individual results
may vary.

Introducing JUBLIA — a NEW FDA-approved prescription topical solution proven to treat toenail fungus (onychomycosis).

JUBLIA is specifically formulated to reach the site of onychomycosis and fight the fungus that can live beneath the toenail — allowing some patients to have clearer toenails grow back. It's time to take the fight to toenail fungus.

Indication

JUBLIA (efinaconazole) Topical Solution, 10% is a prescription medicine used to treat fungal infections of the toenails.

Important Safety Information

- JUBLIA is for use on nails and surrounding skin only. Do not use JUBLIA in your mouth, eyes, or vagina. Use it exactly as instructed by your doctor.
- It is not known whether JUBLIA is effective in children.
- Before you use JUBLIA, tell your doctor about all your medical conditions, including if you are or plan to become pregnant, are breastfeeding, or plan to breastfeed, because it is not known whether JUBLIA can harm an unborn fetus or nursing infant. Tell your doctor about all medications you are taking, and whether you have any other nail infections.



Ask your doctor
if JUBLIA is right
for you and visit
JubliaRx.com

- JUBLIA is flammable. Avoid heat and flame while applying JUBLIA to your toenail.
- Avoid pedicures, use of nail polish, or cosmetic nail products while using JUBLIA.
- JUBLIA may cause irritation at the treated site. The most common side effects include: ingrown toenail, redness, itching, swelling, burning or stinging, blisters, and pain. Tell your doctor about any side effects that bother you or do not go away.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088.

Please see Patient Information for JUBLIA on next page.

PATIENT INFORMATION

JUBLIA (joo-blee-uh)

(efinaconazole) Topical Solution, 10%

This Patient Information does not include all the information needed to use JUBLIA safely and effectively. Please see full Prescribing Information.

Important information: JUBLIA is for use on toenails and surrounding skin only. Do not use JUBLIA in your mouth, eyes, or vagina.

What is JUBLIA?

JUBLIA is a prescription medicine used to treat fungal infections of the toenails. It is not known if JUBLIA is safe and effective in children.

What should I tell my healthcare provider before using JUBLIA?

Before you use JUBLIA, tell your healthcare provider about all your medical conditions, including if you:

- are pregnant or plan to become pregnant. It is not known if JUBLIA can harm your unborn baby.
- are breastfeeding or plan to breastfeed. It is not known if JUBLIA passes into your breast milk.

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

How should I use JUBLIA?

See the "Instructions for Use" at the end of this Patient Information leaflet for detailed information about the right way to use JUBLIA.

- Use JUBLIA exactly as your healthcare provider tells you to use it. Apply JUBLIA to your affected toenails 1 time each day. Wait for at least 10 minutes after showering, bathing or washing before applying JUBLIA. JUBLIA is used for 48 weeks.

What should I avoid while using JUBLIA?

- JUBLIA is flammable. Avoid heat and flame while applying JUBLIA to your toenail.
- Avoid pedicures, use of nail polish, or cosmetic nail products, while using JUBLIA.

What are the possible side effects of JUBLIA?

JUBLIA may cause irritation at the treated site. The most common side effects include: ingrown toenail, redness, itching, swelling, burning or stinging, blisters, and pain. Tell your healthcare provider if you have any side effects that bother you or that does not go away.

These are not all the possible side effects of JUBLIA.

Call your doctor for medical advice about side effects. You may report side effects to the FDA at 1-800-FDA-1088.

How should I store JUBLIA?

- Store JUBLIA at room temperature, between 68°F to 77°F (20°C to 25°C). Do not freeze JUBLIA.
- Keep the bottle tightly closed and store in an upright position.
- JUBLIA is flammable. Keep away from heat and flame.

Keep JUBLIA and all medicines out of the reach of children.

General information about the safe and effective use of JUBLIA

Medicines are sometimes prescribed for purposes other than those listed in a Patient Information leaflet. You can ask your pharmacist or healthcare provider for information about JUBLIA that is written for health professionals. Do not use JUBLIA for a condition for which it was not prescribed. Do not give JUBLIA to other people, even if they have the same condition you have. It may harm them.

What are the ingredients in JUBLIA?

Active ingredients: efinaconazole

Inactive ingredients: alcohol, anhydrous citric acid, butylated hydroxytoluene, C12-15 alkyl lactate, cyclomethicone, diisopropyl adipate, disodium edetate, and purified water.

Manufactured for: Valeant Pharmaceuticals North America LLC, Bridgewater, NJ 08807 USA

Manufactured by: Kaken Pharmaceutical Co. Ltd, Shizuoka, Japan. Product of Japan

For more information, call 1-800-321-4576.

This Patient Information has been approved by the U.S. Food and Drug Administration.



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Milestones



The Rev. Ian Paisley, a leader of Northern Ireland's Protestants, died on Sept. 12 at age 88

DIED Ian Paisley Northern Irish unionist

By George J. Mitchell

Ian Paisley was a historic and controversial figure in Northern Ireland and throughout the U.K. For many years, he stood at the intersection of religion and politics in Northern Ireland as he led opposition to power sharing between his Protestant majority and the Catholic minority. Often flamboyant, he called the Pope "the Antichrist" and criticized Margaret Thatcher and Tony Blair as "liars."

But in 2007, at a crucial moment,

he asserted the leadership of his party and his constituency to move Northern Ireland toward the power-sharing government that now provides democratic self-governance to the people of Northern Ireland. For that he will forever be remembered, in Northern Ireland and beyond.

On a personal level, while we had some policy differences, especially in my early years in Northern Ireland, Paisley and I enjoyed a cordial personal relationship, and I recall well the many meetings we had during the years that he served as First Minister. Ian Paisley was a big man who played a big role in solving the biggest problem in Northern Ireland.

Mitchell is the former U.S. Senator who helped craft the 1998 Good Friday Agreement

CONVICTED

South African sprinter **Oscar Pistorius**, of the culpable homicide of his girlfriend Reeva Steenkamp on Feb. 13, 2013. The Olympic athlete is due to be sentenced on Oct. 13.

KILLED

British aid worker **David Haines**, by Islamist militant group ISIS. He had been abducted in Syria in March 2013. This is the third videotaped murder the extremists have executed.

NAMED

Alison Bechdel, a MacArthur "genius." The cartoonist is famous for inventing a test measuring gender bias in movies. Along with 20 other fellows, she will receive a \$625,000 grant.



FOUND

The owner of a wedding photo found in the ruins of the World Trade Center after 9/11, which the finder had shared on social media for years. The photo's subjects are all alive.

BORN

A baby girl, to celebrity couple Ryan Gosling and Eva Mendes. The two began dating in 2011 after filming *The Place Beyond the Pines*.

RAVAGED

Mexican resort city **Cabo San Lucas**, by Hurricane Odile. With wind speeds of 125 m.p.h., the Category 3 storm was the strongest ever to hit the Baja California peninsula.

ACQUIRED

Mojang, Creator Of Minecraft

By Microsoft,
for \$2.5 billion

More than 40 million people have become hooked on the virtual worlds of Minecraft. But some fear that the game could change under new ownership. Sabrina Lane, 10, writes an open letter to Microsoft CEO Satya Nadella on behalf of its many young players:

Dear Mr. Nadella,

So I've heard the news that Microsoft is buying *Minecraft*. Kids like me—and teens—love the game, so I have a message for you: Please don't change it! People like me love *Minecraft* the way it is—educational (parents really like that part) and really fun. *Minecraft* is educational because you have to earn your stuff. If you want milk, you milk a cow. If you want diamonds, you start mining. You also mine gold and iron to make swords and armor. Yes, you really mine in *Minecraft*—it's just like the real world. You have to grow your own food to eat too, and you have to sleep to fill up your energy.

Minecraft is perfect the way it is. You can choose to build any way you want, making amazing creations, or you can build like you're in the real world and do amazing things. So, Microsoft, you should know that we all want to keep *Minecraft* the same!

Thanks for reading!

This letter originally appeared on *ForTheGame*





COALITION OF THE WARY

The U.S. has built a fragile web of alliances to fight ISIS. Will this shaky group of partners hold?

BY MICHAEL CROWLEY/JIDDA

Deja view: Secretary of State John Kerry looks out over Baghdad from a helicopter during a visit to Iraq on Sept. 10

Photographs by Brendan Smialowski

ON A HUMID MID-SEPTEMBER NIGHT, SECRETARY OF STATE JOHN KERRY ARRIVED AT THE ROYAL PALACE ON SAUDI ARABIA'S RED SEA COAST TO BEG THE FAVOR OF A KING. THE OPULENT

compound where Abdullah bin Abdulaziz spends his summers is guarded by machine guns and armored vehicles and hung with sumptuous curtains, giant blue-tinted chandeliers and large portraits of perhaps the most powerful man in the Middle East, his excellency the King himself.

Which is why Kerry was there: Abdullah was the linchpin of Kerry's plan to build what President Obama called a "broad coalition of partners"—more than 40 nations so far, from Albania to South Korea—to fight the fanatical terrorists of the Islamic State in Iraq and Greater Syria (ISIS). But the King had some demands of his own in return for agreeing to host a training camp for moderate Syrian rebels who can help fight ISIS and for pressuring his kingdom's influential Sunni clerics to denounce the radical terrorist group's ideology.

The Saudis consider ISIS a threat, but less of one than their longtime mortal enemy: Iran. Abdullah insists that the U.S. not turn its battle with ISIS into a tango with Tehran. The King specifically told Kerry he would boycott a Sept. 15 conference on ISIS and Iraq if Iran were invited. He also wants more done to topple the Syrian dictator and Iranian ally Bashar Assad, an objective far beyond the bounds of Obama's ISIS plan.

So it went throughout Kerry's travels to six countries in as many days. The headlines that trailed him told of support and cooperation. But a closer reading showed each pledge had come with fine print and every alliance had its limits. Close friends like Britain and Germany signed up, but not for military action. Turkey downplayed its role, while Egypt steered the topic to local concerns. Meanwhile, two geopolitical giants on the U.N. Security Council, Russia and China, are not on board. And Iran, the country with perhaps the biggest hand in the fate of Iraq and Syria, warns of nefarious American intentions even as Iraqi militias under its control fight alongside the U.S.

But Kerry remained relentlessly up-

beat. On a Sept. 10 visit to Baghdad, where his motorcade weaved through the armed checkpoints of the Green Zone, he cast the fight against ISIS as principled and inspiring—an ice-bucket challenge on a global scale. "Nearly every country on earth could have an ability and an interest to join in this effort," Kerry declared. "This is a moment for international cooperation to prove its value."

Or its fragility. One setback or misstep could turn cooperation into discord. Many nations see greater threats than ISIS in the Middle East, and the U.S. is not the unrivaled power it was when George H.W. Bush assembled dozens of nations for the 1991 Gulf War. This new coalition appears much less willing and less united—and more apt to strain under the pressure of events in the blood-soaked sands of northern Iraq and eastern Syria.

Strings Attached

THE TROUBLE WAS CLEAR A FEW DAYS LATER, in Paris, after nearly a week of travel on his Air Force 757 and nonstop meetings with foreign dignitaries had begun to take their toll on Kerry. The Secretary of State was sitting in a gilded dining room in the U.S. ambassador's residence, a mansion lifted from the pages of *Vogue*. Golden sunlight streamed onto his navy blue suit, but Kerry was not in a mood to enjoy it. That day's newspapers had carried reports saying Arab nations had offered to conduct air strikes against ISIS—a seemingly welcome development for his coalition. But Kerry called the reports premature. He

'This is a moment for international cooperation to prove its value.'

—SECRETARY OF STATE
JOHN KERRY



also complained about the media's focus on dropping bombs. "It's a critical component, but it's only one component," Kerry said, calling efforts to stabilize Iraq and to combat ISIS's extremist message "far more important than the military in the end."

As envisioned by Kerry, the grand coalition will do more than confront ISIS on the battlefield. It will cut off funding for the group from wealthy Arabs in nations like Kuwait and Qatar. It will choke ISIS's lucrative oil smuggling and stanch the flow of foreign fighters into the group's ranks. It will also rally Muslim clerics to condemn ISIS's claim that its self-described caliphate represents a pure version of Islam.

But even basic nonmilitary help from U.S. allies comes with strings attached. In Egypt, Kerry paid a call on the country's authoritarian leader, Abdul Fattah el-Sisi, at the presidential palace in Cairo, a former luxury hotel converted to a fortified compound. "You are welcome here anytime,"



Diplomatic dance Kerry leaves a photo op with leaders of the Gulf Cooperation Council in Jidda, Saudi Arabia, on Sept. 11

al-Sisi told Kerry with a wide smile before a meeting in which Kerry asked merely that he call upon Cairo's influential institutions of Islamic learning to denounce ISIS. When Kerry appeared with Egypt's Foreign Minister later in the day, the Egyptian seemed to set a price: increased U.S. assistance against Islamic radicals within Egypt and in neighboring Libya. And Kerry was forced to respond gingerly when asked about local human-rights abuses, a longtime U.S. concern in the repressive country, saying Egypt would take steps "on an appropriate schedule that is controlled by Egyptians, not by me."

In some cases, there just weren't enough strings to pull key countries to action. Take Turkey. Foreign fighters headed for the Syrian battlefield are flowing across Turkey's southern border, while black-market oil shipments worth millions per week to ISIS stream north. During a daylong visit to the Foreign

Ministry in Ankara, just a few miles from a neighborhood notorious for ISIS recruitment, Kerry asked the government to better seal its border. Turkish officials have taken some action on that score, but not enough for Washington's liking. They have also refused to allow air strikes from a U.S. Air Force base at Incirlik. Turkey is understandably reluctant to provoke ISIS, which is holding 49 Turkish citizens hostage and has not threatened Turkey's Sunni government.

Even Europe's role in the effort remains ill defined despite growing fears that ISIS could launch terrorist attacks there. Anti-war sentiment has been high in Britain since the Iraq War, and even the ISIS beheading of a British citizen wasn't enough to make Prime Minister David Cameron commit to strikes. France's Foreign Minister says the country will conduct strikes over Iraq but maybe not Syria. And if the 2011 NATO air campaign over Libya

is any example, expect endless squabbling among European allies over how to proceed.

Obama's coalition also has powerful opponents. While China remains mum, Russian officials want U.N. authorization for any air strikes in Syria—which they are likely to block at the U.N. Security Council. A senior State Department official calls Russia's stated concern for international law "completely ludicrous" given Moscow's recent actions in Ukraine. But when pressed on the legal basis for potential air strikes within Syria, the official called the question premature.

And then there is Iran, torn between its twin hatreds for ISIS and the U.S. The Shi'ite government in Tehran already sends military advisers and equipment to Baghdad and is directing Shi'ite Iraqi militias on the ground against ISIS. That de facto cooperation with the U.S. will prove increasingly hard to manage as Iran's Supreme Leader, Ali Khamenei, continues to condemn the U.S. But comity has its price too. In late August, American air strikes coincided with an offensive by Iranian-backed Shi'ite militias to break an ISIS siege of the Iraqi town of Amerli. Any sign of real synergy between Washington and Tehran could put a swift end to cooperation from Abdullah and his Sunni Arab neighbors.

A Long War

TO BE SURE, KERRY RETURNED TO WASHINGTON with some firm commitments. Fourteen countries have agreed to send weapons to the effort, and 29 have offered humanitarian aid. Just seven will provide military personnel. No one doubts who will handle the bulk of the work. "When we've got a big problem in the world, it falls on our shoulders," Obama said on Sept. 14. "There just aren't a lot of other folks who can perform in the same way."

But the costs—and consequences—of American leadership remain unclear. As Kerry approached Washington on his return flight, televisions inside the plane displayed footage of General Martin Dempsey, Chairman of the Joint Chiefs of Staff, telling Congress that American troops may be needed on the battlefield, a seeming contradiction of Obama's "no boots on the ground" vow. Domestic resistance aside, American mission creep could fracture the fragile international coalition. Ultimately, the biggest challenge to the alliance may be uncertainty about where America is leading it. ■

**New must-have
accessory**

*Companies are
courting the growing
ranks of women
carrying concealed
weapons with
products like this
handbag with a
hidden gun pouch*



NATION

ARMED AMERICA

ON THE AFTERNOON OF JULY 24, PSYCHIATRIST Lee Silverman found himself crouching behind a chair in his office as bullets whizzed by his head. A colleague at Mercy Health System in Darby, Pa., lay dead several feet away, shot in the head. And now Richard Plotts, a 49-year-old patient with a .32-caliber revolver in his hand, had turned the gun on Silverman, according to police.

In between being shot in the thumb and grazed on the face by a bullet, Silverman reached into his pocket and retrieved a loaded semiautomatic handgun. He shot Plotts several times before two other hospital employees wrestled the patient to the ground. Authorities later said Plotts was carrying 39 additional bullets and may have planned to kill others.

Mercy Health has a no-gun policy that Silverman violated when he brought his loaded firearm to work. But Silverman has a concealed-weapon permit, which gave him the right to be armed in public. For gun-rights activists, the episode proves that everyone is safer when ordinary citizens are armed. After the 2012 shooting in Newtown, Conn., that left 20 children and six adults dead, Wayne LaPierre, head of the National Rifle Association, said the incident served as a call for more guns in public spaces, not fewer. "The only thing that stops a bad guy with a gun is a good guy with a gun," he said.

For many Americans, that logic made sense. According to the federal General Accounting Office, there were at least 8 million active concealed-weapon permits in the U.S. in 2011. State-level statistics indicate the

number has risen by at least 1 million in the years since.

At the same time, gun-rights advocates have been busy in statehouses and courthouses removing restrictions on who can carry guns and where they can go with them. In 1987, fewer than 10 states made it easy to get a concealed-weapon permit, and some outlawed them altogether. Today, all 50 states allow residents to carry hidden firearms in public, and fewer than 10 have tight restrictions on the books.

And the trend appears to be accelerating: In South Carolina, where conceal-and-carry permits more than doubled from 2011 to 2013, residents won the right in February to bring loaded weapons into bars and restaurants. In Idaho, lawmakers made it legal in March to pack heat on college campuses. A Georgia measure that took effect in July is so permissive that it's known by gun-control advocates as the "guns everywhere" law, permitting, at least in theory, weapons in bars, churches and parts of airports and government buildings unless prohibited by local ordinances or business owners. On Sept. 10, the Missouri state legislature cleared the way for a law that allows concealed-permit holders to carry their guns openly throughout the state. The law also lowers the minimum age to get a concealed permit from 21 to 19. On the day of the Mercy shooting, a federal judge added Washington, D.C., to the list of places where it's legal to carry a pistol in public, overturning the city's prohibition as unconstitutional. (The decision has been stayed pending appeal.)

Why more people are walking around with guns in their belts, bags and purses than ever before

BY KATE PICKERT/
LOS ANGELES

Photo-illustration
by David Arky for TIME

Split decision Demonstrators in Idaho, left, protest allowing concealed weapons on college campuses, while others in Illinois celebrate a law that opens access to concealed-weapon permits



This Is the Law of the Land

IN 19TH CENTURY AMERICA, CARRYING a gun in public was common, but it was almost always done openly. Concealing a weapon was considered underhanded. In the 1920s and '30s, some states actively barred citizens from carrying concealed weapons without a license, leaving local authorities to decide who should be allowed to carry. But after the U.S. violent-crime rate more than tripled from 1960 to 1980, pressure mounted for states to make it easier for the general public to carry hidden firearms.

After a concerted lobbying campaign by gun activists, Florida enacted a law in 1987 allowing nearly any law-abiding adult to get a concealed-carry permit, sparking a national movement to widen access. Today, some 1.3 million Floridians are licensed to carry, up from about 330,000 in 2004, and most other states have followed suit legislatively or by court order.

In some places, local law-enforcement officials are trying to halt this momentum with little success. In the face of vocal opposition from Chicago's police superintendent, Illinois in 2013 became the last state to pass a law permitting concealed carry after a federal court ruled a state ban unconstitutional. According to the state police, which began issuing permits in January, 88,995 Illinois residents have already applied.

Orange County, California, has seen some 7,500 residents apply for permits since February, when the Ninth Circuit Court of Appeals struck down a state law that had allowed county sheriffs and chiefs of police to decide who should be allowed to carry concealed weapons. Before the ruling, most applicants in the state's urban counties were denied permission to carry, while

rural counties were more lenient. Orange County tended to fall in the middle, issuing permits to those who could prove they had good cause to believe their personal safety was under particular threat. Judges and bail bondsmen often made the cut, while ordinary citizens often did not.

The decision in the California case, *Edward Peruta v. County of San Diego*, is being challenged by California's attorney general, and legal experts say it could end up before the U.S. Supreme Court this year or next as a final test of whether states and local authorities have a constitutional right to exercise discretion over concealed-carry permits. "If the *Peruta* decision stands, it will make it harder for law enforcement in urban areas to limit the number of guns on the street," says Adam Winkler, a law professor at UCLA and author of the book *Gunfight: The Battle Over the Right to Bear Arms in America*. "It would take geography out of it."

The ruling has led to a permitting patchwork in California, where sheriffs in some counties have refused to clear the way for more concealed-weapon permits. "Until there's a more definitive decision our policy will remain the same," says Ross Murkarimi, the sheriff of San Francisco County. Murkarimi has not issued a single concealed-weapon permit during his two years in office. In Los Angeles County, the sheriff's department oversees fewer than 300 active permits.

But in Orange County, Sheriff Sandra Hutchens has been more responsive, striking the "good cause" policy from the books and opening access to permits for almost any law-abiding adult. The stance is a turnaround for Hutchens, who had worked to restrict concealed-weapon permits and even revoked some issued by her predecessors

after taking office in 2008. "I don't buy into the theory that a place is necessarily safer because more people have concealed-weapon permits," says Hutchens. "But that is the law of the land to date, and we should start to follow that."

The lack of geographic uniformity when it comes to concealed-carry laws is why Shaneen Allen, a Philadelphia mother of two, is facing possible prison time. Allen got a handgun and a concealed-weapon permit in her home state of Pennsylvania after she said she was robbed twice in a year. She had her gun less than a week when she was pulled over for a traffic violation in New Jersey, which does not honor gun licenses from other states. Allen was charged with unlawful possession of a handgun; she pleaded not guilty and could face trial in October, although the matter is now under review by the local prosecutor. The case has galvanized gun-rights activists who say strict concealed-weapon laws in the handful of states that still have them put well-meaning, law-abiding gun owners at risk of criminal prosecution.

The Well-Armed Woman

THE ALLEN CASE IS A REMINDER OF ANOTHER unexpected trend: among the newly armed, state statistics show, an increasing number are women. In Tennessee, the number of concealed-weapon-permit holders increased 69% from 2012 to 2013, but among women the increase was 82%. In Florida, the number of female concealed-weapon-permit holders doubled from 2010 to 2014, while male permit holders increased 59%.

Carrie Lightfoot, 53, got her first gun and concealed-weapon permit in 2008 after her four grown children had moved out. "My kids were gone, and all of a sudden

I felt vulnerable," she says. Lightfoot became a regular at a shooting range near her Scottsdale, Ariz., home but says she was turned off by the male-oriented gun culture she encountered. "There were babes with machine guns, but there was nothing intelligent or straightforward for women," she says. So in 2012, Lightfoot launched a company called the Well-Armed Woman that manufactures and sells gun accessories and boasts a female-gun-enthusiast program that has 200 chapters in 44 states.

Lightfoot's lavender-hued website offers a wide selection of holsters and concealed-carry bags designed for women. The Flashbang holster, a device that allows a woman to attach a small handgun to her bra, is a popular item, as is a waistband holster available in pink, key lime and leopard print. The Well-Armed Woman website also features videos training women how to shoot through handbags if they don't have enough time to draw their guns before firing.

Lightfoot cautions, however, that carrying a gun in a purse has its drawbacks. The bags can get stolen or left unattended, and children can rifle through them. "I ask women," she says, "'When you're at the grocery store and you go to get a tomato, is your purse left sitting there?'"

Like many people who carry their weapons in bags, cars or hidden under clothing, Lightfoot loathes groups like Open Carry Texas, which has organized public demonstrations at which gun owners gather to collectively brandish assault rifles or other weapons. "It makes people uncomfortable," she says. For many of the women who are carrying guns, the appeal is not a symbolic demonstration of their Second Amendment rights but because they are afraid of being victims. "In the previous generation we were a protected gender," says Lightfoot. Women today "are single and working. They have to move around the world, but they can't do it with a male protector. We've had to learn to protect ourselves."

Guns and Guacamole

THE BOOM IN BOTH OPEN AND CONCEALED gun packing has coincided, advocates often note, with a dramatic decrease in crime. In 1993, there were 747 violent crimes per 100,000 Americans; by 2012, the figure had fallen to 387 per 100,000, according to the Department of Justice. Some Second Amendment advocates tout research that links the falling crime rate to all those hidden holsters. Those studies are heavily

LOCKED AND LOADED

8 million

Number of active concealed-weapon permits in the U.S. in 2011, according to the federal government. State-level tallies indicate that the number has risen by at least 1 million since.

88,995

Number of people who have applied for concealed-weapon permits in Illinois since the state began accepting them in January.

19

Minimum age requirement for getting a concealed-weapon permit in Missouri, under a new state law that lowers the age from 21 and prohibits local governments from restricting access.

disputed if not discredited. What's not in dispute is that allowing more citizens to carry loaded guns in public has not led to an uptick in violence.

"The prediction was blood in the streets and that every fender bender was going to turn into a shooting," says Eugene Volokh, a professor at UCLA and a leading constitutional-law expert. "It didn't happen." When someone with a concealed weapon does use it in a way that seems excessive—as in the Trayvon Martin case—something else seems to occur: widely publicized shootings often lead to a run on guns, amid fears a crackdown is coming.

Which is not to say the conceal-and-carry movement has not had its share of problems. In a Florida movie theater on Jan. 13, 71-year-old Curtis Reeves Jr. used his legal concealed weapon to shoot and kill 43-year-old Chad Oulson. Police say Reeves was incensed that Oulson was texting and shot the father of two in the chest in the darkened theater. (Reeves has been charged with second-degree murder and pleaded not guilty.) On July 26, an 86-year-old man with a new concealed-carry per-

mit opened fire on a suspected armed robber fleeing a store in Crestwood, Ill., according to police. A local cop pursuing the suspect on foot had to abandon chase and duck for cover.

Still, says Dave Kopel, an associate policy analyst at the libertarian Cato Institute and a Second Amendment scholar, "You do not have permit holders going off en masse, starting fights and acting inappropriately." Kopel has a concealed-weapon permit and says he regularly carries a hidden handgun around his hometown of Denver. This includes trips to the Cherry Creek Shopping Center, one of the city's largest malls. "There are thousands of people there, and statistically that means there will be dozens of people carrying at any time," says Kopel.

If that image is something most shoppers never think about when they hit the malls, it is something many retailers do. In response to the increasing number of people carrying guns inside their stores, Chipotle and Starbucks recently asked customers to refrain from arming themselves when they venture out for burritos and lattes. Target did the same in July, saying in a statement, "Bringing firearms to Target creates an environment that is at odds with the family-friendly shopping and work experience we strive to create."

And yet there is the risk that banning guns can turn your business into a proving ground. Disneyland, located in Orange County, doesn't allow firearms—carried openly or concealed—into the park, which helps explain why some enthusiasts boast in online forums about getting holstered weapons past the theme park's security. In a 2009 post titled "Carried for my first time in Disneyland," one poster describes wearing a hidden gun inside a waistband at the park: "Went just fine with no problems at all." A Disneyland spokeswoman affirmed the park's no-gun policy and declined to describe its security procedures, for fear of exposing weaknesses in the system.

Lightfoot of the Well-Armed Woman says she almost never leaves her house without her gun. Hutchens, the Orange County sheriff, takes a different approach. As a young deputy in the Los Angeles County sheriff's department, Hutchens once shot and killed a man in the line of duty. Today she wears her gun while in uniform but sometimes leaves it at home when she's off the clock. "If I'm going out for dinner or whatever, I don't feel like I've gotta carry a gun," she says. "Here, I just feel safe." ■

SPORTS

'IT DIDN'T CROSS MY MIND THAT I WOULDN'T SEE HIM COME OFF THAT FIELD.'

THE TRAGIC RISKS OF
AN AMERICAN OBSESSION

BY SEAN GREGORY/TIPTON, MO.



The final play Chad Stover collapsed during a high school playoff game at Jennie Jaynes Stadium in Sedalia, Mo.

Photographs by Bryan Schutmaat for TIME



Lost letterman Chad's varsity jacket hangs in the Stover home in Tipton, Mo.



'THERE'S ALWAYS THE
ONE GUY AT SCHOOL
NO ONE CAN GET
ENOUGH OF. THAT WAS
BASICALLY HIM.'

—MICHAEL ROMANO,
DESCRIBING HIS TEAMMATE
CHAD STOVER, ABOVE

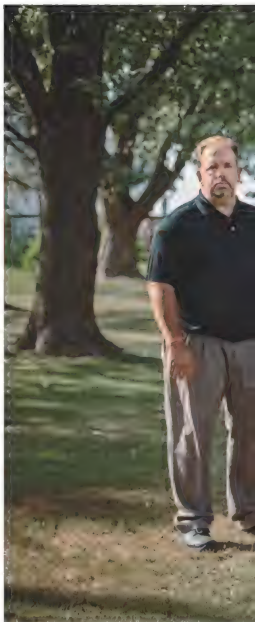


Players and coaches from both teams circled together, hands linked and heads bowed in silent prayer. "When he walked out the door to play football that day, it didn't cross my mind that I wouldn't see him come off that field," Amy says, sitting on her living-room couch nearly eight months later. "It just didn't."

The Brutal Reality

FOOTBALL'S GRIP ON THE TIME, PASSIONS and wallets of the American public has never been stronger. But as another season gets under way, the game is under a shadow: One of the worst weeks in professional football's half-century march to cultural dominance began on Sept. 8, when grainy surveillance video posted on TMZ.com showed Baltimore Ravens star Ray Rice knocking his fiancée unconscious inside a casino elevator. The appalling footage forced the National Football League to punish Rice with something more than a wrist slap, which in turn cast a harsh glare on the NFL's lax handling of other players who had recently been arrested—and in one case convicted—for domestic violence. The next shoe dropped four days later, when Adrian Peterson, another star running back, was indicted on charges of abusing his 4-year-old son.

These stories seized the headlines and all but eclipsed a disturbing indictment



of the game itself. In a court filing made public on Sept. 12, the day Peterson was charged, the NFL estimated that nearly one-third of former players will develop dementia, Alzheimer's disease or other debilitating neurological disorders like Parkinson's and ALS. For years, the NFL had denied a link between blows to a player's head on the field and subsequent brain damage. This admission—based on data crunched by actuaries as part of a settlement between the NFL and some 5,000 former players who sued the league for allegedly covering up the risks of concussions—is a blunt confirmation that pro football players are far more likely than the general population to become severely brain damaged.

"Hopefully, that sort of prediction will

IT WAS HALLOWEEN NIGHT, AND THE Tipton Cardinals needed a tackle. With the team trailing Sacred Heart 27-18 in the opening round of the Missouri high school playoffs, a stop here—on first down and 10 with less than seven minutes to play—would help keep its fading season alive.

As the running back took the handoff and sprinted right, Tipton's Chad Stover, a 16-year-old defensive back, dove at the player's legs with his arms outstretched. Chad's head collided with the runner's right thigh as the ballcarrier dodged the tackle to gain another few yards. Chad went down, and his helmet smacked into the ground. "Was it a crazy-hard hit?" asks Ben Smeltzer, a Sacred Heart wide receiver who was blocking Stover on the play. "No."

Chad wobbled to his feet, and after a time-out, he jogged to the sideline. Twice, a Tipton assistant coach asked if he felt well enough to return to the game. Twice, Chad said he was good. He went back in, and Tipton huddled up. "Something's wrong," Chad told a teammate before lining up for the play. Suddenly his legs turned soft; teammate David Richardson, one of Chad's best friends since grade school, caught him as he collapsed. "We've watched football games for years and years and years," says Chad's mom Amy. "I usually don't get shook. But you just knew, the way his legs went out from underneath him."

Chad's father Ken raced out of the stands and motioned for Amy to follow. As she darted onto the field, a referee warned her to slow down on the slick and muddy turf. "I can't! I have to get there!" Amy replied.

Chad was limp when she reached him. "He was lying on the ground, eyes closed," Amy says. "He had a tear going down each side of his face. I leaned down and I kissed his head, and I was pushing his hair back and talking to him. I remember somebody telling me, 'He can't hear you.' And I remember telling them, 'I don't care.'"



The ultimate loss From left: Chad's father Ken, mother Amy and siblings Mandy, Kenton and Zane in the family's yard in central Missouri. Kenton, a high school freshman, has given up football

lead to a larger discussion around football safety," says Chris Nowinski, a former Harvard football player who co-founded the Sports Legacy Institute, a nonprofit dedicated to reducing brain injuries. "What does this mean for high school players? What does this mean for youth players? How much brain injury can we accept?"

Nowhere is this discussion more urgently needed than in the cherished culture of high school football. In a study on concussion rates in high school sports published on Sept. 17, researchers at the Colorado School of Public Health found that football had the highest incidence of the brain-rattling impacts—nearly 45% more than the runner-up, girls' soccer. That rate, which accounts for games and practices, more than doubled for high

school football players from 2005 through the 2013–14 school year. This steep increase reflects greater awareness of concussion risks: kids, coaches and parents are more likely to report head injuries. It also raises questions about the nature of the game.

What's more, it doesn't take a concussive hit to cause lasting damage. A recent study of 25 college football players with no formal concussion history, published in the *Journal of the American Medical Association*, found that the players had significantly less than normal volume in

the hippocampus, the region of the brain that controls memory. In April, researchers from the University of Rochester published a study showing that the brains of another group of college players with similarly concussion-free records had significant changes in their white matter, which is crucial for basic cognitive functions.

Even football's youngest, smallest players are susceptible to brain injuries. Virginia Tech's biomedical-engineering department tracked 19 boys ages 7 and 8 during the 2011 and 2012 seasons. The researchers counted 3,061 blows to the heads of the boys, 60% of which occurred in practice. None of the kids suffered a concussion, but some of the shots they took were brutal: 11 of the hits registered a g-force of 80 or greater. "That's the level you might

YOUR BRAIN ON TRAUMA

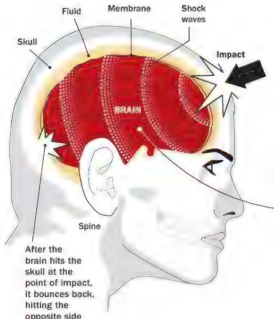
Traumatic brain injury (TBI) happens in an instant, but its effects can be lasting—and not always in the ways you would think.

"Head injuries are all around us, and we need to better understand the long-term risks," says Dr. Geoff Manley, vice chairman of neurological surgery at the University of California, San Francisco. We also need to do better at screening for brain injury in the first place, he says.

Though it's widely believed that TBI results only from direct head trauma and loss of consciousness, it can happen after any kind of "external-force injury to the head," according to Manley. Both immediate shots to the head and indirect blows, like contact to another body part that causes the head to jerk around, have the potential to injure the brain.

These injuries happen more often than we realize. The Centers for Disease Control and Prevention records about 2.5 million TBIs per year. But that count is based on hospital data, and many people who suffer head injuries don't end up in the ER. "We're missing a whole lot of folks," Manley says. "It's not alarmist to say the number is upwards of 5 million."

The long-term risks of TBI are not fully known, but scientists have documented some troubling links. Research has shown a relationship between TBI and attention deficit disorder, problems with decision-making, increased aggression, mood irregularities and a greater risk of devastating forms of dementia like Alzheimer's. "The literature is adding up," says Manley. "There's real cause for concern."



see in car crashes," says Stefan Duma, a Virginia Tech professor.

As the risk of concussions and brain trauma has become better understood and more widely known, fewer young people are playing the game. From 2007 to 2013, tackle-football participation fell 26.5% among U.S. kids ages 6 to 12, according to the Sports & Fitness Industry Association—the sharpest decline of any major team sport. The falloff is happening across the U.S., from New Hampton, Iowa, which scrapped its third- and fourth-grade tackle leagues in favor of flag football, to Marshall, Texas, in the heart of Friday Night Lights country, where seventh-graders are no longer allowed to play full contact.

"Would you let your son play football?" has become an increasingly popular question to ask of former pros, who now know that the price of playing is a haunted retirement spent watching for signs of dementia. Even the President of the United States has weighed the safety issue. "I'm a big football fan, but I have to tell you, if I had a son, I'd have to think long and hard before I let him play football," Barack Obama said last year. (He later said he wouldn't let his hypothetical son play in the pros.)

Hoping to reverse this slide, leagues from Pop Warner to the pros are regulating the amount of contact in practice. In July, California adopted a law banning full

contact—like blocking and tackling—in youth football during the off-season while limiting it to three hours per week in season. Arizona, Michigan and Texas have adopted contact limits. At the college level, conferences like the Pac-12 and Ivy League have set a weekly cap on full-contact hours. Even the NFL now allows teams just 14 full-contact practices during the regular season.

But those rules apply only to practices. Football is, at its core, a violent sport. In games, every play is a collision of bodies—and often brains. And the potential for danger is particularly acute at the high school level, where concussion rates are 78% higher than in college football, according to the Institute of Medicine. Eight people died playing football in 2013, the highest toll since 2001, when there were nine, according to the National Center for Catastrophic Sports Injury Research at the University of North Carolina. All were high school players. During the 2013–14 academic year, no other high school sport directly killed even one athlete.

The 1.1 million high school football players are too old to be coddled in pee-wee leagues but often lack the medical care and support available to college and pro players. There is no national organization governing high school play, so each player's safety depends in part on whatever local regulations exist and the vagaries of school budgets. It's at this level, perhaps

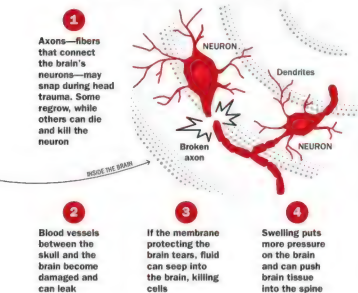
more than any other, that we need to ask a fundamental question: How much risk is too much?

"Pray for Chad"

TIPTON'S POPULATION HOVERS AROUND 3,200, and you can take a pretty good census on Friday nights in autumn. High school football is the glue of this central Missouri community, which straddles U.S. Highway 50 about a half-hour west of the state capital, Jefferson City. Heading into 2013, Tipton had been dominant, winning 68 straight regular-season games. But the Cardinals stumbled in the season opener, losing 39-0 to Sacred Heart, and they limped into the playoffs with a 4-5 record. Still, Chad was feeling confident about the rematch. "I really think we can do it," he told his mother as he hopped around the kitchen before the game, excited about that night as well as his upcoming birthday and a hunting trip planned for the weekend. "This team has the potential. Wouldn't it be cool, Mom, if it clicked? And we were the team that actually went further than all the other schools that had all the hype?"

The game was tight from the start. After the teams traded touchdowns, Sacred Heart marched down the field and was close to scoring again. With the ball near the goal line, Sacred Heart called a running play. As Chad drew a bead on the ballcarrier, the two boys lowered their

WHEN A TRAUMATIC BRAIN INJURY OCCURS



heads, and their helmets met with a rattling crack. It was a nasty-looking collision, but Chad popped right up. Teammate Ryan Wood ran over to check on him but didn't see anything out of the ordinary. Neither did his friend Dylan Cooper, Tipton's quarterback.

Chad's tackle kept Sacred Heart from scoring, and Tipton ended the second quarter with a 12-7 lead. "At halftime, we mainly talked about strategy," says Cooper. "How can you beat your man? His responses were fine."

Chad's friend Richardson says Chad was quieter than usual when the team took the field for the second half. "He was acting kind of weird," Richardson recalls. If so, the coaches did not notice. Chad stayed in the game. In the fourth quarter, a touchdown pass put Sacred Heart ahead, 27-18. It would be the final score.

Two Sacred Heart parents—a registered nurse and an ophthalmologist—rushed out of the stands to attend to Chad when he fell. Missouri does not require an athletic trainer or ambulance at football games, and neither was in attendance at this public-school field in Sedalia. Chad was breathing "shallow and slowly" when the fire department arrived at 9:15 p.m., according to government records, and was unresponsive to "verbal and painful stimuli," like a hard pinch. Knowing that the boy's brain was starved for oxygen, a fire official cleared an airway and put a bag

valve mask over his face. The ambulance arrived about eight minutes after the 9:11 call and ferried the unconscious player to a helipad not far from the stadium. Chad was airlifted about 50 miles (80 km) to the trauma center at University Hospital in Columbia.

The Stovers followed in a car. It was a rough arrival. "A doctor came in and introduced himself, and he looked right at us and said, 'Chad has a catastrophic injury,'" says Amy. "If you have other family members, you need to call them right now." There was no intro. It was... *voooooom*. I felt like I had been shot."

Chad was put on life support with significant hemorrhaging and oxygen deprivation in his brain, and for the next two weeks the family kept a vigil at his bedside. Family, friends and even rival players rotated through, and on some nights the crowd in the waiting room swelled to almost 80 people. "Pray for Chad" became a statewide rallying cry. The Diocese of Jefferson City organized a novena—nine consecutive nights of prayer—at the Catholic church in Tipton, and red ribbons were tied around seemingly every tree and signpost in town. California, a nearby school, painted Chad's number, 18, onto its field.

Amy provided occasional updates on CaringBridge.com. Early in the morning after Chad's 17th birthday, which was Nov. 8, Amy wrote, "No progress today but

it was a good day. I got to be with my Chad. I got to hold his hand, smell his skin, kiss his eyes—just hold onto him. One of our nurses gave me a gift. I got to help wash his hair today. He loved that as a baby. I love you Chad Austin Stover. Happy Bday my dear sweet boy."

But there was no good news to report. "We seem to slip backwards a little more everyday," Amy wrote on Nov. 12. "He has so many different injuries going on in that beautiful head of his." Two days later, the family gathered around his bed to say goodbye. Amy held one of Chad's hands and sang "You Are My Sunshine"—"because that's what I sang to him when he was a baby." Ken held his son's other hand. "I told him how proud I was of him. How much I loved him. And it was O.K. to go." Within hours, he was gone.

Changing the Game

THE OFFICIAL CAUSE OF DEATH WAS blunt-force injury to the cranium. The autopsy found Chad to be a "well-developed, well-nourished slender young man" with no history of head trauma. It is impossible to know if the collision just before Chad collapsed caused the fatal injury or whether that blow simply triggered a second-impact syndrome related to the helmet-to-helmet collision in the first quarter. "Sometimes a single, less violent hit to the head can do all the damage alone," says Jamshid Ghajjar, a professor

HEAD COUNTS

Every year in the U.S., traumatic brain injury accounts for nearly 2.5 million emergency-room visits.

Top 4 causes for those TBI-related hospitalizations (ages 15 to 24)



*Can include sports injuries

Football led to more concussions than any other high school sport in the 2013-14 school year. Concussions per 10,000 high school players in games



Sources: NHTSA; CDC; National High School Sports-Related Injury Surveillance Study

of neurosurgery at Stanford University School of Medicine and the president of the Brain Trauma Foundation.

Since Chad died, the Stovers have lobbied Missouri to mandate ambulances at all football games. Would that have saved their son? "We don't have the luxury of knowing the big 'if,'" Amy answers. "And I don't want any other mother to ever go through that."

The Missouri State High School Activities Association says it will review the Stovers' proposal with its medical advisory committee. But a policy change is unlikely: no state requires an ambulance at regular-season high school football games, according to the most recent survey from the National Federation of State High School Associations. Nor do most states require an athletic trainer at every game. The cost, schools say, is prohibitive. (Tipton required a trainer and an ambulance at all varsity home football games even before Chad's death.)


According to the National Athletic Trainers' Association, only 39% of public high schools have access to a full-time certified athletic trainer, and 30% of schools have no training services at all. Changing this could be a valuable first step. "The most important push we in the medical community can make to improve safety in sports is to have athletic trainers at more events," says Allen Sils, a professor of neurological surgery at the Vanderbilt Medical Center. "People think trainers just ice and tape ankles. No—they specialize in the initial treatment of serious injuries."

Other attempts to make football safer have focused on the equipment. For example, a sensor-equipped skullcap from Reebok and the tech startup MC10 triggers lights below the back of the helmet after hard hits, the idea being that a prudent coach can see the severity of a blow and remove the player from the game. But many high schools can't afford the latest gear, and no helmet on the market can prevent a concussion. "We are very careful to say that helmets are the third level of protection for football players," says Virginia Tech's Duma, an expert in helmet safety. "The first is the rules, the second is coaching. Kids shouldn't be doing silly drills in practice where they're hitting each other in the head."

Given the severity of Chad's brain trauma, no helmet, trainer or ambulance may have made a difference. According to the autopsy, Chad sustained a level of brain

hemorrhage "more usually seen in high-speed motor-vehicle accidents with unrestrained occupants. Such hemorrhages are often fatal, and even with immediate and supportive care severe disability is the best outcome that can be hoped for should death be prevented."

It simply isn't possible to play football without getting hit in the head. And no amount of smart coaching, new equipment or emergency medical care can change that. That's why one prominent concussion expert, Boston University neurosurgeon Robert Cantu, has called for a ban on tackle football for players under 14,


'I TOLD HIM HOW
PROUD I WAS OF HIM.
HOW MUCH I LOVED
HIM. AND IT WAS
O.K. TO GO.'

—KEN STOVER, ON HIS LATEST
WORDS TO HIS SON

arguing that younger brains are more susceptible to injury and that a reduction in head contact before adolescence would reduce the chance of long-term brain damage. "All these things are steps in the right direction," Cantu says of the various safety efforts. "It makes football safer, but it still has a long way to go."

Does the public have the will to push the game further? For all the bad publicity and damning scientific research, the business of football is bigger than ever. Annual revenue for the NFL is some \$10 billion, tops among U.S. professional sports leagues. Legions of fantasy-football players hang on every game, and pro games are now broadcast on television three days a week. The NFL expects its yearly haul to grow to \$25 billion by 2027. On Sept. 11, three days after the Rice video exposed an ugly face of the national obsession, 20.8 million people watched Rice's former team, the Baltimore Ravens, play the Pittsburgh Steelers on CBS and the NFL Network.

Learning to Let Go

AS THE TIPTON CARDINALS OPENED THIS year's season on Aug. 22, one promising freshman wasn't on the field. Kenton Stover, Chad's 15-year-old brother, decided to give up football after Chad died. He says he recalls headaches from collisions during youth games, and now that he knows the risks, his decision was easier. And he doesn't want to worry his parents. "It's just scary for all of us now," he says.

Only one of Chad's friends stopped playing. Others thought of quitting but decided to suit up, believing he would want them to. "It's been really tough—we talk about him every day," says Cooper. "But we're trying to move on and win games, because we know he's watching over us every time."

It isn't easy to abandon football in Tipton. "Here, high school football is everything," says Stewart Wolf, a construction worker drinking a Bud Light at the Sky-light Bar on Tipton's block-long downtown. "There's not a lot to do in Tipton." On Friday nights, fans pack the bleachers and sit on the hill behind the east end zone. Often there are so many people that the overflow crowd spills into the parking lot of the Koechner turkey-coop manufacturing business across Highway 50.

Amy and Ken don't want to prevent other kids from playing football, and they still follow the Kansas City Chiefs every Sunday. But they can't bear to watch Tipton's games anymore, despite missing them. "Football really, really promotes community," Amy says. "You're in the stands, you turn to someone and say, 'O.K., I'll see you next Friday night.' I look at that football field now, and it's so, so hard."

In June, as sign went up in front of Tipton Junior and Senior High School: IN MEMORY OF CHAD STOVER, it says on the front, with #18 FOREVER A CARDINAL on the back. At the baseball field at Tipton City Park, Kenton picks loose grass from the stones surrounding a small monument with a Cardinals logo on it. CHAD STOVER BULLPEN, it says, FOR THE LOVE OF THE GAME. Kenton looks forward to chasing his major-league dreams here. "I'm going to be a better pitcher," says Kenton. "Because ever since he's passed, it's like he's right here with me."

His father agrees. "He's right there, he's right with you, buddy," Ken says, fighting tears. "Forever." ■

TO WATCH A VIDEO PORTRAIT OF THE
STOVER FAMILY, GO TO
time.com/tipton



BEYLA SCHUMWAY FOR TIME

Daily memorial Chad's side of the bedroom he shared with his older brother has been left unchanged



PROFILE

U2'S NEW

THE FOUR EVANGELISTS WANT TO PERSUADE CONSUMERS TO VALUE MUSIC AGAIN. WILL



MISSION

GIVING AWAY THEIR NEW ALBUM HELP THE CAUSE? BY CATHERINE MAYER/CUPERTINO

Photograph by Sebastian Kim for TIME

THEY'RE USED TO PLAYING marathon shows in sold-out arenas, but on the morning of Sept. 9, Bono, Edge, Adam Clayton and Larry Mullen Jr.—known collectively as the world-bestrident Irish band U2—performed a single song on a bare stage in a tired auditorium to a mere 2,300 geeks, investors and journalists.

The audience at the Flint Center in Cupertino, Calif., may have seemed inconsequential, but millions watched U2 on a live feed. Or tried to—the feed stuttered under the pressure of people logging on to discover what the tech giant Apple, the event's host, was ready to reveal. Onstage, Apple CEO Tim Cook unveiled the company's heavily anticipated smart watch, then summoned the four rock stars to unleash a brand-new creation of their own. Driving chords announced "The Miracle (of Joey Ramone)," the first single from *Songs of Innocence*, U2's 13th studio album, which, like the Apple Watch, was rumored but until that moment unconfirmed.

The bigger surprise came as soon as the band finished playing. Within minutes, the more than half a billion subscribers to Apple's music download service iTunes began receiving *Songs of Innocence* in their accounts, paid for by Apple and delivered for free.

Traditionally, singles are released before albums to build demand before the record becomes available in digital and physical formats like CDs, at a price. But tradition no longer counts for much in an industry that has seen every business model upended by the Internet. Once, mu-

sicians made albums to make money, relying on touring to promote album sales, but these days they're just as likely to record albums to lure fans to live shows. Music, easily pirated and free to access on legitimate sites like YouTube, is often a loss leader.

Apple and U2 have joined forces at a pivotal time for both. Each has something to prove, and each has something to get from the other. Apple hitched itself to one of the world's biggest bands, giving U2 the ultimate album-distribution system. But past glories can be a burden. At the Flint Center, Apple silenced skeptics with its impressive new products as the company finally emerged from the shadow of its late founder, Steve Jobs. Then it was U2's turn to prove that it can still match its creative high-water marks. The band's lovely, complex *Songs of Innocence*—3½ years in the making—must stand against earlier triumphs such as *Achtung Baby* and *The Joshua Tree*. The bandmates are now in their mid-50s, nearly four decades into their careers, but ambition burns fiercer than ever. "It sometimes feels that we are competing with ourselves a lot," admits Edge. He worries that TIME has described the new album as "very, very good." U2 settles only for greatness.

After the Apple show, the members of U2 arrived at Silicon Valley's Hotel Los Gatos for a celebratory lunch. They believe in the album, and their guests, including music stars Gwen Stefani and will.i.am, fashion models Lily Cole and Liberty Ross, Apple execs and music moguls, enthusiastically affirmed that faith. But even amid the celebrations, rancorous comments were already appearing on social-media platforms, trolling the album that popped up unasked in iTunes

libraries and characterizing U2's Apple deal as a devil's pact that enriches the band while devaluing music by charging consumers nothing. "They are seriously running 'ads' for the new U2 album? Are they suggesting we have a choice?" asked another rocker, Dave Navarro of Jane's Addiction, on Twitter. On Sept. 15, Apple—facing complaints from customers struggling to remove the album from their iTunes libraries—released a tool that allowed users to delete what Bono has described as "the blood, sweat and tears of some Irish guys."

Mockery is nothing new to U2. Its front man's ceaseless campaigning on behalf of the world's poorest has earned him the nickname Saint Bono. But the singer is by no means the only evangelist in this band. All four members aim to persuade consumers to place a value on music once more, to the potential benefit, yes, of U2, but also of all musicians. Getting Apple to pay them to give away their new music to millions is just an opening salvo in a new collaboration with the tech company. Bigger hopes ride on a secret new digital format they're developing with Apple that they hope will attract reliable paying customers again, boosting the music industry—and maybe even saving it.

"For the last decade, the interweb has had its way with music," says Bono in an impromptu speech at the lunch, opening his arms wide as if greeting a stadium crowd. "Today we turned it around."

Seeking Salvation

THE MEMBERS OF U2 HAVE ALWAYS BEEN preoccupied with saving things, starting with themselves. They were in bad shape

ON THE ROAD WITH U2 MUSICAL CALLING

1976
Larry Mullen Jr.'s "musicians wanted" ad brings the four Dublin teens together. In 1980, they release their first single



1983
War, U2's third studio album, is the band's first to hit No. 1 on the U.K. charts



when they first convened in 1976 at Mullen's parents' house after he posted a notice at their tough Mount Temple school in Dublin seeking musicians to form a band. Together they discovered an alchemy, plus a clumsy name—the Hype—later exchanged for another clunker. (The band became famous before they had the chance to change their name again.)

Songs of Innocence—the album takes its name from William Blake's *Songs of Innocence and Experience*—charts boyhood excitements like discovering the music of the Ramones and the Clash. It also mines early tribulations, which tinge even up-tempo tracks with melancholy. The inherent contradiction in U2 dispatching "its most intimate album ever" to everyone with an iTunes account gave Mullen "a little tickle," the drummer says. A wry presence, he counterpoints Bono's voluble passions, Edge's instinctive self-effacement and Clayton's easygoing charm.

The band won't say how much Apple paid for *Songs of Innocence*, but a record-company insider reveals that the tech giant pledged more than \$100 million toward a marketing campaign. The surprise release has rekindled sales of U2's back catalog too, with old albums re-entering the iTunes charts across the world. It's good news for the band, but money has never been what drives them. "I preferred being on the other side of the barricade," says Mullen, referring to the times when working for a living was an obligation, not an option. That ethos—to keep searching, to keep toiling—drives them today: the band went straight back to the studio after the Cupertino jaunt, finishing an acoustic version of *Songs of In-*

nocence that will be released alongside the CD and bonus tracks on Oct. 13 in most of the world, a day later in the U.S.

When U2 got together, Mullen had already lost his youngest sister to illness. At 15, shortly after the band formed, he had to cope with his mother's death in a car crash. Bono understood his grief. As a 14-year-old, the singer had attended his grandfather's funeral, only to watch his mother Iris collapse at the graveside. She died a few days later. He commemorates her on *Songs of Innocence* with the ballad "Iris (Hold Me Close)." The trauma left Bono with a rage that he still harnesses creatively. "But I don't let it rule me."

For his part, Clayton had been uprooted to Ireland from England and consigned to boarding schools before his expulsion from one such institution landed him at Mount Temple. Edge can't easily pinpoint why he felt alienated, but he was, in his words, a "weird" loner.

The band provided solace and the opportunity for reinvention: the teenage Paul Hewson became Bono; David Evans became Edge. Religion also lifted the group, though not the type then purveyed by the Catholic Church. A track called "Sleep Like a Baby Tonight," about a pedophile priest, reflects the brutal reality of the Ireland U2 knew as boys. Mullen learned to drum as part of a traditional marching band and recalls the failure of adults to ask why one of the other child musicians, a victim of sexual abuse, had become too traumatized to speak.

Clayton, widely thought to be the lone atheist in U2, unpicks that idea. Though he took to the rock lifestyle enthusiastically—so much so that he landed in rehab in the

1990s—he says he's "probably like the rest of the band" in seeing "a core of an idea in organized religion that is appealing, but how it played itself out in suburban society didn't touch me at all." As an unhappy schoolboy, he literally prayed to be a musician.

He did not, however, follow his three bandmates into a charismatic Christian sect called Shalom. Paul McGuinness, who managed the band from their early days until his 2013 retirement, had to push back when Bono, Edge and Mullen announced, under Shalom's influence, that rock life was incompatible with religion. It was 1981, the band's debut album, *Boy*, was riding high, and they had recently signed to make a follow-up. "I said, 'If God had anything to say about our plans, there was a time he should have spoken up a few weeks ago, when we were signing the contract,'" McGuinness remembers.

The faith that threatened to break U2 at its start instead now sustains the band. "It probably saves me from myself, in the end, because when you're in these environments, you have to be able to wake up in the morning and start a new day fresh and clean," says Mullen.

Yet the perception of piety can be a cross for U2 to bear. Bono's campaigning through ONE, the advocacy organization he co-founded to combat poverty, and its sister organization RED, which harnesses commerce to fight AIDS, can seem at odds with the wilder spirits of rock. His sophisticated understanding of the mechanisms that cause and maintain global poverty—and his determination to mobilize help from across the political spectrum to disarm those mechanisms—creates jarring

1985
Live Aid, the history-making concert to raise money for African famine victims, is seen by nearly 2 billion people on TV and introduces Bono and the band to a global audience



1987
The Joshua Tree, U2's first album to reach No. 1 in the U.S., earns Grammy Awards for Album of the Year and Best Rock Performance

1991
Achtung Baby, featuring "One," marks U2's reinvention, moving into darker, more experimental territory



1993
Zooropa's 10 tracks are recorded in just six weeks. The album features a guest vocal by country-music icon Johnny Cash

juxtapositions. It's hard to be hip when you're schmoozing President George W. Bush or inviting archconservative U.S. Senator Jesse Helms to your gigs.

Helms accepted, to the discomfort of Edge, who is viscerally opposed to the brand of politics the late Helms represented. There may be complaints—and there are—but the rest of the band is at peace with Bono's extracurricular work, tolerating the hit to their image as part of an enduring pledge to support one another.

Extended Family

U2 HAS ALWAYS STOOD OUT, MELODIC DURING the roar of postpunk. Coldplay at times could be mistaken for a U2 tribute act, but only U2 sounds exactly like U2. Edge's ringing guitar is as instantly recognizable as Bono's emotion-drenched vocals; Clayton and Mullen form a rhythm section that is unexpected in its attack, in a good way. U2's songwriting—Edge says he lays down “a bunch of hooks and chords” before Bono adds “the top-line melody and the lyrics”—produces music that can quietly envelop or soar to fill huge spaces.

“You want to play stadiums? You listen to U2,” says will.i.am, whose own band, Black Eyed Peas, has benefited from this advice. “You study it for harmonics, the vocal placement, the freaking chord progressions, their lyrics. You study the production. You study it because studying that equals stadiums.”

Something else marks out U2 in a legendarily scrappy industry. After 38 years of sweaty proximity, its members still really like one another. During the recording of *Songs of Innocence*, they've been sharing digs, coping with one another's

eccentricities—Edge composing, loudly, in the middle of the night; Mullen so nocturnal they've dubbed him Dracula. It's a sitcom waiting to be filmed.

They have woven family lives into their nomadic rock-star existence and to that foundation added layers of old friends who work for the band or collaborate or simply hang out. Bono calls touring—and no band on the planet has bigger tours than U2—“taking a small city on the road.” At other times, they merely travel with a village. In 2005 the band flew from the U.S. to the Hague to celebrate the 50th birthday of their longtime friend and collaborator, Dutch photographer and filmmaker Anton Corbijn. They brought with them old Dublin mates including Reggie Manuel, who first alerted Bono to Mullen's ad on the school notice board and who these days is the optician supplying Bono's trademark eyewear. (The code to get into the Flint Center ahead of the Apple launch was *sunglasses*.) The band calls Manuel “Mad Dog.” Guy Oseary, U2's manager since McGuinness's departure, has become “Guy Oh So Serious.”

U2's universe holds no higher honor than to be awarded a nickname, and Oseary, who also manages Madonna, appears to have stepped easily into McGuinness's shoes. He's gung ho about U2's future. “They've got a lot that they're planning on doing, and there's announcements coming shortly,” Oseary says the day after Cupertino. “There's no slowing down this train.”

Magic Bullet?

OSEARY MAY BE RIGHT, BUT AT THIS moment of maximum exposure, U2 flirts with failure, as the band often does, by aiming so high. For them it is not enough to keep mak-

ing very, very good—even great—records and packing stadiums. They want to fix the industry that has given them so much.

Every year since Apple's 2003 launch of the iTunes store, sales of physical recorded music have declined. In the U.S., Nielsen Soundscan registered drops in CD sales of from 18.2% to 19.7% each year from 2007 to 2010. The legitimate digital downloads sold by companies like Apple not only pay artists less per transaction but also encourage a culture change in which customers buy individual tracks more often than albums. Now downloads are also losing ground, dipping 12.5% in the U.S. in the first quarter of this year. Interactive streaming services such as Spotify or Apple's own Beats are expanding but generally pay pennies to artists. Meanwhile, anyone who wants to enjoy music for free can easily do so by seeking out a pirate website or visiting YouTube. An entire generation has come of age without the habit of buying and owning music.

These trends have given U2 “a scary few years,” says Bono, citing the band's decline in the early days of its success to agree to lower royalty rates in return for future ownership of their work, an arrangement that made sense before sales declined. The band members are rich, no question, but the U2 machine feeds many mouths besides. Still, U2 is lucky. The band has many other ways to generate income besides selling records: merchandizing; promotional tie-ups; synchronization fees from TV, film, video games and advertising; and most of all, live performance. By the time U2's 360° Tour ended in 2011, it had sold more than 7 million tickets to become the biggest-ever tour by any artist or band measured by both attendance and box-office gross.



2004
Apple and U2 team up to release the iPod U2 Special Edition. In 2005 the group is inducted into the Rock and Roll Hall of Fame

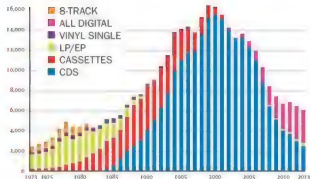


2009
The U2 360° Tour launches and goes on to break records for the highest-grossing and best-attended rock tour ever



MUSIC-INDUSTRY REVENUES ARE FALLING ...

Sales in millions of dollars, 1973-2013



SOURCES: RIAA, PUBLISHERS WEEKLY

... WHILE CONCERT REVENUE IS RISING

| RANK | GROSS | BAND | TOUR | YEAR | SHOWS | ATTENDANCE/SHOW |
|------|---------------|--------------------|----------------------|---------|-------|-----------------|
| 1 | \$772 million | U2 | U2 360° Tour | 2009-11 | 110 | 66,110 |
| 2 | \$635 million | The Rolling Stones | A Bigger Bang Tour | 2005-07 | 144 | 32,500 |
| 3 | \$495 million | The Rolling Stones | Voodoo Lounge Tour | 1994-95 | 124 | 51,103 |
| 4 | \$477 million | AC/DC | Black Ice World Tour | 2008-10 | 167 | 29,023 |
| 5 | \$464 million | Roger Waters | The Wall Live | 2010-13 | 219 | 18,858 |

The live big crowd, much of an elite

In the Cupertino greenroom after the Apple event, Bono declares, "I don't believe in free music. Music is a sacrament." But in the case of *Songs of Experience*, it was a sacrament delivered from the stage of an Apple marketing event, one that will continue to be pushed with ads that celebrate Apple as much as U2. That has some critics calling the deal heresy. Not so, says Edge. The launch was "actually incredibly subversive. It's really punk rock, it's really disruptive." Bono, with the grandeur that routinely lands him in trouble, compares the relationship between Apple and the band—which goes back years—to the Medicis' patronage of Michelangelo, chuckling when it's pointed out that opponents of the tech company might well

accept its parallels with the ruthless Florentine dynasty.

"The music industry is at a nadir," he says, "and the charts are broken," reflecting only the dwindling amounts of paid-for music rather than the totality of what's being consumed. U2 sees the iTunes rollout as a way to harness digital rather than passively roll with its punches. An immediate spike in sales of U2's back catalog bore out the business strategy behind the deal even as the messaging went awry. But a bigger coup de théâtre is planned. There will be a world tour in 2015, and another album is in the works, a companion piece to *Songs of Innocence* called *Songs of Experience*.

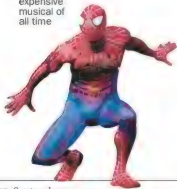
Of itself, that would be good news for U2 fans, if little more, but Bono also sketches

the outlines of the new format that Apple and U2 are developing. The band is working with Apple to create "an audiovisual interactive format for music that can't be pirated and will bring back album artwork in the most powerful way, where you can play with the lyrics and get behind the songs when you're sitting on the subway with your iPad or on these big flat screens. You can see photography like you've never seen it before."

Bono squints into the Californian heat haze as if a vision shimmers above him: salvation for working musicians everywhere, as consumers willingly pay to own music again—and not just single digital tracks but entire albums. "We're about 18 months away from it," he says. "I think *Songs of Experience* will be released in a new format. And I think it's going to get very exciting for the music business."

Apple isn't quite as loquacious as U2's front man; the company will say only that it "declined comment on future product plans." Some technological leaps forward have transformed the music industry; others sink without a trace. (Remember Stereo 8, DAT tapes and minidisks? Probably not.) And any new way of enjoying music would be swimming against the stream, the trend away from buying and owning content—records, movies, TV shows—and toward streaming from the cloud whatever we want, whenever we want it. But one thing is clear: not for the first time, U2 is on a grand mission, perhaps its grandest yet. It won't be enough if its next album is great. Bono, Edge, Clayton and Mullen want *Songs of Experience* to save all of music too. They may fail, but that won't stop them trying.

2011
U2's Bono and Edge collaborate on the music and lyrics for *Spider-Man: Turn Off the Dark*, the most expensive musical of all time



2014
Apple gives away U2's latest album, *Songs of Innocence*, to more than 500 million registered iTunes users during the iPhone 6 and Apple Watch launch



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"The euro has been a disaster. No other word will do."
—The Shifts and the Shocks



Sounding the Meltdown Alarm (Again)



EUROPEAN CENTRAL BANK boss Mario "Whatever It Takes" Draghi is at it again. He cut borrowing rates to historic lows, and banks are now accepting negative interest rates to park their cash with the ECB. Despite the nudge,

Europe is heading into another recession; banks still don't want to lend, and consumers and businesses don't want to borrow.

That doesn't surprise Martin Wolf, of the lead economics commentator at the *Financial Times*. Hundreds of books and academic papers have been written about the Great Recession, and Wolf seems to have devoured them all for *The Shifts and the Shocks: What We've Learned—and Have Still to Learn—From the Financial Crisis*. For this survey of sorts, he has pulled some of the most salient ideas and spiced them with his own typically blunt assessment of how rich nations can avoid repeating another meltdown. For one thing, he tells us that blaming Greece, Spain, Italy, Ireland and Portugal for overborrowing and then demanding they embrace fiscal austerity, as German Finance Minister Wolfgang Schäuble has done, is a view that "is not only misleading, but dangerous. That it is held by the euro zone's strongest country is frightening."

The book isn't necessarily about pointing fingers, although Wolf certainly does. He is more interested in explaining how vast macroeconomic and secular shifts (technology, global financialization, aging populations) made meltdown a certainty.

When Asian countries and Germany created massive saving surpluses, that money had to seek an investment return in nations that were running savings deficits. Wolf explains this process without mirroring his readers in jargon, though you might want to bone up on current account balances. Blaming American homebuyers for their liar loans or Greece for its overleveragedness doesn't fly. These agents behaved logically, given the forces at play. In the grand scheme of things, economics and economists failed, not economic agents.

And the shifts and the shocks aren't done with us. There is trouble to come unless the world restructures its approach to global banking regulation, for one. Banks are still woefully undercapitalized, Wolf argues, suggesting a 10% equity capital ratio (that is, capital backing their loans) as opposed to the 4% being proposed. Bankers may protest that this will restrict business and push risk elsewhere. Wolf's response: Nothing is more restrictive than lending paralysis, and if riskier business goes elsewhere in the future, good. At least governments will no longer be on the hook. Like Thomas Piketty in *Capital in the Twenty-First Century* or Joseph Stiglitz in *The Price of Inequality*, Wolf views income inequality as the weak link in the ability of the rich nations to expand aggregate demand and restore growth. Economic recovery has been slow in the U.S.; Europe is treading water. It's demand and debt deflation, not inflation, that's the problem, he writes. Governments and consumers need to spend, not save. Maybe we can start by buying a book? —BILL SAVORITO

Author Notes



The Science of Earning Respect

By Steve J. Martin and Noah Goldstein

At first glance, little differentiates Berkshire Hathaway stockholder reports from those of any other major corporation. But look closer. Even in years when Berkshire has been unimaginably successful, often the first few pages of Warren Buffett's chairman's notes draw attention to a snag or strain in the company. In a reputation-obsessed world, has Buffett got it wrong? Hardly! Researchers who study persuasion know that messages can be amplified when people present a small weakness in them, which in turn garners a higher level of trust.

It would be ridiculous to suggest that the admission of a weakness will alone be enough to change the way people think of you, of course. A second strategy: arrange for someone to toot your horn on your behalf. In one study for our book, customers calling a real estate agency about selling their property were honestly told, "I'm going to put you through to Peter. He is our head of sales and has 20 years of experience selling properties in this area." The impact was immediate and impressive. We measured a nearly 20% rise in the number of face-to-face appointments and a 15% increase in the number of customers who used the agency.

And third, potential exerts a persuasive pull over reality. Facebook users who were shown a series of quotes about a comedian registered much greater interest when informed of his potential ("This guy could become the next big thing") rather than his achievements. Want to win friends and influence people? We'll let them know you're the next big thing.

Martin and Goldstein, with Robert Cialdini, are the authors of *The Small Big: Small Changes That Spark Big Influence*

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Capital Reads

**The End of Normal**

By James K. Galbraith

Galbraith says the good old days pre-2008 won't return: The energy market is too volatile, the U.S. military can no longer ensure an advantageous world order, technology ate more jobs than it created, and the financial sector has gone rogue. All we can do now is cope (raise the minimum wage, increase estate taxes). The Great Crisis wasn't just the end of normal; it was the start of the new.

**Billionaires**

By Darrell M. West

West, head of governance studies at the Brookings Institution, explores the influence of the 0.00001% through such aspects as their charitable foundations and state-level campaign funding. The takeaway: money may not buy happiness, but for the ultrarich, political power is often the best investment.

**Crazy as a Compliment**

By Linda Rottenberg

"Turbulence is the official climate of entrepreneurship," writes Rottenberg, the CEO of Endeavor, a global nonprofit that supports entrepreneurship. Her book, out in October, offers business tips for surviving chaos—admit mistakes, for example—while pointing out that some of the most successful innovations (ever hear of Mickey Mouse?) were conceived during tough times.



Klein argues climate change will force a huge overhaul of the global economy

A Scary Take on Climate-Change Economics



FOR PROGRESSIVES STUMBLING through the blackest days of the George W. Bush Administration, Naomi Klein's 2007 book *The Shock Doctrine* was a light in the dark. Klein, a Canadian journalist and an icon of the antiglobal-

ization movement, argued that conservative forces used the chaos created by natural and man-made disasters—Hurricane Katrina, the 1997 Asian financial crisis, 9/11—to push through extreme free-market policies. The disasters were the shock, and laissez-faire economics was the doctrine. Many mainstream economists found Klein's conclusions naive and oversimplified, but there's no doubt that the book—an international best seller despite its dense 672 pages—struck a chord among leftists wondering where it all went wrong.

It's not surprising, then, that in her next book, Klein would take on the biggest shock of all: climate change. But in *This Changes Everything: Capitalism vs. the Climate*, Klein turns her doctrine around. This time it's progressives making use of a major disaster to reshape the world. Because to Klein, climate change is such an existential threat—and so intimately tied to entrepreneurial capitalism—that responding to it will take nothing less than a complete transformation of global politics and economics. "Either we embrace radical change ourselves or radical changes will be visited upon our physical world," Klein writes. "The status quo is no longer an option."

If nothing else, this may be the first truly honest book ever written about climate change. The message from mainstream environmental groups has been that

global warming is the greatest danger humanity has ever faced but one that can be solved with comparatively minor changes: carbon-trading systems, cleaner natural gas, electric cars. The way to beat climate change isn't to dismantle the industries that are responsible for the carbon emissions warming the planet but to cooperate with them—which is how someone like Richard Branson, who makes billions off carbon-spewing airlines and owns a private island but pledges to go green, can be seen as an environmental icon.

The reality, as Klein demonstrates, is that if global warming is really as catastrophic as environmentalists argue, half-measures won't cut it. And she has a point: even as renewable energy is adopted and sustainability has become a corporate concern, carbon dioxide levels in 2013 grew faster than they had in 30 years. We're losing the battle against climate change—badly—because economic growth means carbon-emission growth. And as long as we grow—the objective of every government and corporation—we warm. Which means we need to rethink growth and just about every other conventional economic goal.

Whether you accept Klein's radical message will depend in part on just how scary you think climate change is. There is real disagreement among even climate scientists about how fast the planet will warm, how disruptive that will be and how best to fight it. Klein embraces the worst-case scenario, and she has reason to. It takes the biggest shocks to force the biggest changes, changes many progressives would have wanted even in the absence of global warming. But at least she's honest about the cost of her convictions.

—BRYAN WALSH

x2

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NEW ENERGY

The Case for Staying Connected We don't need to ditch the grid. We need to fix the power business

BY MICHAEL GRUNWALD

THE SOLAR-ROOFTOP REVOLUTION HAS INSPIRED a lot of talk about grid defection, about electricity independence, about firing your utility and freeing yourself from its wires. And this power-to-the-people rhetoric isn't just coming from hippie-dippy environmentalists. The banking giant UBS recently predicted that as more homeowners produce and store their own electricity, big utilities and their centralized power plants will gradually become irrelevant. The energy company NRG is already shifting its focus from massive fossil-fuel plants to home-energy solutions. "The future of energy isn't 120 million butt-ugly wooden poles," says NRG Energy CEO David Crane. Even the Edison Electric Institute, which is run by utilities, has warned that the rise of rooftop solar could disrupt the utility business model.

It's an exciting concept, with the potential to empower homeowners and save them money while slashing carbon emissions. As solar costs have plummeted and the number of installations has exploded—over half a million Americans became at-home solar-electricity producers over the past five years—I've

talked big too. I've compared the rise of do-it-yourself power generation to the shift from landlines to mobile phones.

Well, as the politicians say, I'd like to revise and extend my remarks. I still think rooftop solar is an incredibly disruptive technology and a serious threat to antiquated utilities. But the solar revolution is not the telecommunications revolution, and I doubt it will usher in a new era of grid defection and electricity independence. Nor should it. Why disconnect from the grid when you can get paid for providing it with stuff it needs? It might feel good to fire our utilities and escape their wires. But it's in everyone's interest for us to figure out a way to get along—and for the politicians to write rules making that possible.

After all, most of us will still need the grid in the solar age. Just about everyone has a cell phone, but some rooftops aren't right for solar. And most homes and businesses that do go solar will still need extra power; energy analyst Hugh Wynne says factories, malls and apartment buildings generally produce less than 15% of

their electricity on their rooftops, while single-family homes usually produce less than 75%. You can go off the grid without losing reliability if you get a backup form of home-electricity production, like the gas-fired generators NRG is pushing, or some form of storage for when the sun isn't shining. But while batteries are getting cheaper—as are electric vehicles, which can function as car-shaped batteries when not in use—they're still not as cheap as the grid.

The grid, after all, is an awesome form of power storage, constantly moving electrons to where they're needed from where they're not so that our refrigerators keep running. It provides an amazing service to all of us by balancing power supply and demand every second of every day; it ought to, given the trillions of dollars we've invested in it. Sure, you might be able to declare independence from the grid, just as you might be able to grow all your food in your backyard, but it's hard to see how that would make economic sense. On the other hand, staying connected should improve the economics of going solar; in peak afternoon hours, when the grid needs more supply to power air conditioners, you should be able to sell excess electricity to your utility at an attractive price, so it doesn't have to build and operate additional plants to keep the lights on. It should be good for you, the grid and other ratepayers.

The key word is *should*. Some utilities have declared war on rooftop solar, shrieking that it threatens their business model—and in many states, it does.

Utilities usually get paid for selling more power and building more power plants. When you produce your own power, you cut into their profit margins. That's why so many utilities are fighting to limit net metering, which lets solar customers sell power back to the grid, while pushing to charge customers additional fees for using the grid. They argue that otherwise, nonsolar customers will have to pay more to make up for their shortfalls.

That's not entirely wrong—anyone who uses the grid ought to pay for the privilege—but it also encourages solar customers to go off-grid. It would be better for everyone if they stay connected, so they can generate energy for the grid when it's needed and, if they get electric vehicles, store energy for the grid when it's not. But that's going to require an entirely new way of regulating utilities so they get paid for the services they provide rather than the power they sell us.

We don't need to fire our utilities. We need to fix the utility business. ■

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someday

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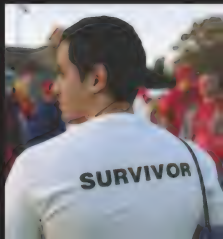
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THE WEEK
FOX TAKED US
TO SKYLINE

The Culture



MOVIES

Stop-Motion, High-Tech

Computer-generated graphics have become the norm in animation over the past two decades, but that doesn't mean there's no place for the old-fashioned stop-motion approach. Laika, the studio behind *Coraline*, *ParaNorman* and now *The Boxtrolls* (in

↑
Winnie (left, voiced by Elle Fanning) becomes the first human to befriend Eggs

theaters Sept. 26) uses computer models and 3-D-printing technology to create millions of facial expressions for its characters. That's a good thing, considering that *The Boxtrolls*—about an orphan boy named Eggs (Isaac Hempstead-Wright) who's raised by trash-collecting underground monsters—features the expressive vocal talents of Ben Kingsley, Toni Collette, Simon Pegg, Tracy Morgan and more.

TELEVISION

Black and White

Anthony Anderson (right) humorously tackles race in ABC's *Black-ish* (premiering Sept. 24), a sitcom about a proud black man in a mostly white suburb who decides to instill in his kids a sense of their African-American cultural identity—after they start playing field hockey and asking for bar mitzvahs.



MUSIC

Get Cheeky

Pop provocateur Lady Gaga and jazz legend Tony Bennett may seem an unlikely pair, but their new duets album, *Cheek to Cheek* (out Sept. 23), seamlessly unites their respective vocal talents. Up next: the duo hope to take their show on the road and tour jazz festivals in 2015.



↑
The two met backstage at a gala in 2011

TELEVISION

Rock Steady

After a few years out of the spotlight, No Doubt front woman Gwen Stefani (right) joins NBC's *The Voice* on Sept. 22 as a coach alongside "Happy" hitmaker Pharrell Williams, who produced her 2004 song "Hollaback Girl." Also noteworthy: Stefani recently revealed that she's working on both new No Doubt and solo material.



Family Recipe

How to make the kind of movie that doesn't get made anymore

By Nolan Feeney/Toronto

AS IT TURNS OUT, MAKING A MOVIE about four siblings reluctantly coming home to sit shivah, the weeklong Jewish mourning ritual, is not unlike being held captive at a real family gathering—minus the snacks.

"We weren't allowed to eat all the matzo and lox and bagels around," says Tina Fey, who stars in *This Is Where I Leave You*, the film adaptation of Jonathan Tropper's best-selling novel.

"You can't eat and you can't leave," co-star Jason Bateman says of the roughly monthlong shoot in and around suburban Long Island. "[But] it was good to hang out and play house for a few weeks."

In this case, the actors "playing house" make up one of the most star-studded casts of the fall movie season. Bateman plays Judd Altman, who returns to his hometown for his father's funeral shortly after catching his wife sleeping with his boss; Fey is his wise but still feisty older sister Wendy; and Jane Fonda reigns over the bunch as the chronically oversharing family matriarch. Rounding out the siblings are *House of Cards*' Corey Stoll and *Girls*' Adam Driver, who plays the black sheep with the much older girlfriend (*Friday Night Lights*' Connie Britton). It's a true ensemble cast, one that juggles both the heartfelt and the humorous within alternating scenes of group chaos and one-on-one intimacy.

It's also a very relatable one. Though

the average American family probably won't see *quite* as many fisticuffs and extramarital affairs at their next reunion as the Altmans do in this movie, both Fey and Bateman say they've been surprised by how many people have told them the Altman clan's dysfunction is all too familiar. "It's a comment I never got promoting *Arrested Development*," Bateman says.

But it's not just the size and caliber of the cast that makes *This Is Where I Leave You*, hitting theaters Sept. 19, a rare movie in 2014. At a time when Hollywood studios increasingly call for more sequels and sure things, a sharp, midbudget, character-driven dramatic comedy is an endangered species—the kind of movie that typically gets made at independent studios on a shoestring budget, not at Warner Bros. Without an existing franchise or major international appeal—or even a simple, easy-to-boil-down story—these films can often seem like risky investments and consequently have a hard time getting off the ground at major studios.

"There are a lot of really great movies that are made every year that don't have superheroes in them and don't have things getting blown up," Bateman says. "But they don't get the kind of attention and release they deserve."

This Is Where I Leave You almost didn't get that far either. Tropper extracted the screenplay from his novel, a process he



Face time

Joy and Baermeier,
who play siblings
in *This Is Where
I Leave You*, at the
Toronto International
Film Festival





Mourning in America

From left: Fey, Bateman, Stoll and Driver play siblings grieving for their father

likens to “doing surgery on your own child.” But the project then languished in studio purgatory for several years. When the movie’s fate looked grim, Shawn Levy, best known for directing *The Night at the Museum* movies and other broad comedies, saw an opportunity to make the type of film he’d always wanted to create.

“Directors get typecast the way actors do,” says Levy, who cites *Terms of Endearment* as an example of the kind of movie that first attracted him to filmmaking. “I never thought I would be the family-comedy guy, but I got successful at it. I always harbored this desire to draw with a different brush, and so I felt like this was the moment where I could still write my own ticket.”

Levy says Warner Bros. was initially unsure about handing over the project to him, given its departure in tone from Levy’s other films, but with a money-making box-office track record like his, he was able to cut a deal. He promised to make the movie for less than \$20 million—the thus minimizing the studio’s risk—in exchange for control over the script and casting. (The average production budget of top studio films in 2013 was \$71 million, according to a report from the nonprofit FilmL.A.; adjusted for inflation, \$48 million was the average cost of movies in 1993, according to the Motion Picture Association of America.)

The result is a film that’s incredibly faithful to its cherished source material,

often reproducing the book’s rapid-fire bickering almost verbatim. Tropper was willing to take apart his novel and completely retool it for film. But Levy, who had photocopied the entire book and presented Tropper with a list of all the must-have moments and dialogue, pushed the author to maintain as much of the original balance of pathos and dry wit as possible.

“It’s usually the writer who’s holding on to each thing from his book,” Tropper says. “In this case, it was Shawn making me reclaim parts of the book I was taking out.”

Drama Queen

CENTRAL TO LEVY’S VISION FOR THE movie was Fey, who in addition to providing some of its most quotable lines also delivers the most dramatic performance of her career to date. Levy says he waited years to “earn the right” to bring Wendy’s story to the big screen. Inspired by his close relationship with his sister, he also made Wendy a more prominent

character in the film. After previously working with Levy on 2010’s *Date Night*, Fey felt comfortable taking on one of the movie’s most heartbreaking story lines, which finds Wendy reuniting with a brain-damaged ex-boyfriend (*Justified*’s Timothy Olyphant) and wondering about the life that could have been.

“You want to do a good job and access emotion, but you also don’t want to look like a jackass,” Fey says. “You want the directors to know which take to use. You don’t want boogers running down [your face]. And Jason is obviously so easy to play opposite that you feel like you’re in a safe environment.”

Well, almost. For the rooftop sibling heart-to-hearts with Bateman that provide the film’s emotional core, Fey was tethered to the house in case she slipped. Bateman, however, was left unsecured.

“For some reason, they were worried I was going to fall off the roof,” Fey says. “I’m less expensive,” Bateman jokes.

If Bateman and Fey banter like siblings, it’s probably because, when the cameras weren’t rolling, some cast members found themselves slipping into the roles they were playing.

“Adam did feel like the baby brother to everyone,” Fey says. “We’d all be in the room, and then all of a sudden he would exit out a second-story window and just go somewhere.” The film’s shooting schedule was even shifted to accommodate Driver’s *Girls* commitments—fitting, considering his character shows up halfway through his own father’s funeral.

The safety wires notwithstanding, Levy says the movie was ultimately a no-frills shoot—unencumbered in the best possible way. “On every other movie, I have to focus on my actors plus visual effects plus action sequences plus robots or dinosaurs or car chases,” he says. “On this one, there was only the writing and the characters and the way I helped my actors service those two things.” What makes *This Is Where I Leave You* unusual, then, isn’t how much happens in the movie but how little. Sometimes you don’t need a superhero—today, making a movie about family can be just as heroic. ■

‘You want to do a good job and access emotion, but you also don’t want to look like a jackass.’

—TINA FEY



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Tuned In

Shonda Night in America. For three hours on Thursday, it's OMG TV

By James Poniewozik

IT'S NO COINCIDENCE THAT THE LOGO OF Shonda Rhimes' production company, ShondaLand, is a roller coaster built around a heart. Fast, sexy and entertaining, her prime-time sagas are twisty, funky constructions built of licorice whips and cotton candy. And like an amusement-park attraction, they could well come with a list of warnings: *May cause narrative whiplash. Beware of injury from jaw hitting the floor. Management not responsible if you wear the O, M and G keys on your mobile device.*

Starting Sept. 25, Rhimes is extending the track on the ride, as ABC turns over its entire Thursday-night lineup to her. Beginning at 8 p.m., viewers can belt in and experience the familiar ups and downs of *Grey's Anatomy*, the open-heart medical drama entering its 11th season. At 9, the train picks up speed and corkscrews into the political shockfest of *Scandal*. And at 10, it plunges into the darkness of her newest production (created by *Scandal* co-executive producer Pete Nowalk), a morally murky defense-law drama fittingly called *How to Get Away With Murder*.

That Rhimes commands an entire night on a major network puts her in the ranks of superproducers like David E. Kelley, Steven Bochco and Aaron Spelling. That she's done it as an African-American woman is echoed in the casual diversity of her shows. And she's achieved all this by figuring out a way for network drama to thrive in a challenging era: with smart, pulpy shows that emote like pop ballads, look like America and run like hell.

Rhimes, a former movie screenwriter, began her empire with a traditional kind of TV hit. *Grey's* was a type of hospital drama we'd seen before—as on *ER*, there were entanglements and dramatic, violent cliff-hangers—but it established Rhimesian trademarks like its multicultural cast and rapid-fire, playful dialogue. The show coined the nicknames McDreamy and McSteamy for two hot docs and popularized the anatomical term *vajayjay* (to evade censors who

somehow had no problem with the word *penis*, Rhimes has said).

Grey's was an instant hit, and spin-off *Private Practice* ran for six seasons. Another medical drama—*Off the Map*, about doctors in rural South America—lasted only five episodes in 2011. But her next show, *Scandal*, was about distinctly different kinds of operators. Olivia Pope (Kerry Washington) was a Washington, D.C., crisis manager whose “gladiators in suits” made problems go away but who hid a scandal of her own: an affair with married President Fitzgerald “Fitz” Grant (Tony Goldwyn).

At first *Scandal* was not bad—but also not bad enough. The early episodes next pains to show that Olivia would not defend liars and the truly wicked; the show wanted to have its corruption and its likability too. In an age of bold cable dramas, it felt tentative, hemmed in by an invisible boundary on just how amoral network-TV protagonists were allowed to be.

Then in Season 2, *Scandal* crashed through that fence, becoming a gleefully batty thriller about the getting of sex and power. There were conspiracies and torture and election rigging; Fitz killed a Supreme Court Justice. Season 3 focused on Olivia's estranged parents—Dad a black-op agent, Mom a terrorist—turning the show into a quasi-spy thriller à la *Alias*. This wasn't a soap opera; it was friggin' opera, full stop, replete with blood, betrayal and rent garments. Left and right, it broke rules about the kinds of ethical lines that sympathetic network characters can cross.

Rhimes' aesthetic is acceleration—and not just in that the plots are fast and crazy but that they're always getting faster and crazier

And it worked. We still rooted for Olivia, thanks to the emotional hooks and Washington's tough but raw performance. As on CBS's sophisticated *The Good Wife*, the possibility that characters we liked were capable of bad things made them more appealing, not less, and made the plots both more surprising and more believable (at least psychologically). Olivia and Fitz's affair made sense exactly because of their flaws: her, dedicated but damaged; him, charismatic but petulant.

Scandal took elements of prestige cable dramas like *Mad Men* and *Homeland*—conspiracy, depravity, morally shady characters—but swapped the moodiness for unabashed glee. It enjoys being bad, swinging through its bloodiest moments with a soundtrack of '70s soul: “Superbad,” “Papa Was a Rollin’ Stone” and—of course—“Love Rollercoaster.”

At the same time, *Scandal* figured out how to keep its audience in an age of constant distraction. Rhimes' aesthetic is acceleration—and not just in that the plots are fast and crazy but that they're always getting faster and crazier. (That sensation is underscored by the segues between scenes, blurs of rapid images set to a camera-shutter sound effect.)

TV shows have long used twists and cliff hangers to hold viewers between episodes; *Scandal* realizes that today you need to hold them every second. It sometimes seems to be composed less of episodes than of individual WTF? moments. (Last season, for instance, the First Lady revealed that she was raped by her father-in-law; one of Olivia's gladiators licked another's face before pulling out one of her teeth for treachery; and Olivia's mother chewed through her own wrists to escape imprisonment.) But that keeps the tweets flying, which has made *Scandal* one of the most social series on TV, a fact credited with helping kick its ratings up more than 40% last year.

And if Rhimes' shows reflect how viewers watch TV today, they also reflect how a 21st century audience looks.

The ultimate puppeteer
Rhimes controls ABC's
Thursday-night lineup with
three consecutive shows



They're matter-of-factly diverse, in color, in sexual orientation and in combination. (Both *Scandal* and *Murder* have interracial couples at their center.) They don't shout their inclusiveness, but TV is listening. ABC has several new comedies about families of color this season, which network chief Paul Lee has characterized as simply good business. And after Washington became the first black female lead in a network drama since the 1970s, more African-American women now star and co-star in several dramas.

One of them is Viola Davis, who presides over *Murder* as Annalise Keating, a defense attorney and professor who terrorizes prosecutors nearly as much as she does her students. In her first scene, she strides into the show like a cruise missile in heels, warning her law freshmen,

"Clearly your karma is out of balance to get assigned to my class." Keating is incisive, blunt and—maybe most radical for the portrayal of a middle-aged black woman on network TV—sexually powerful: an early scene finds her reclining back on her desk, a man kneeling in front of her, his attention clearly focused on something other than legal briefs.

Murder is a sort of *Paper Chase* meets *The Secret History*. Keating has students assist her on actual cases, in a competition to be chosen to work for her firm. (The contest involves, reality-show-like, an "immunity idol.") But it's a dangerous sort of extra credit, as we learn in a flashback that finds the students, months down the road, frantically trying to dispose of a dead body.

The scene shows, if you hadn't guessed

this from the title, that *Murder* is not going to waste time trying to be nice. That's promising. The first case-of-the-week is fairly routine, though, and there's too much hand-holding, including several flashbacks to scenes we watched minutes before (maybe on the assumption that we were staring at Twitter the first time).

But the overarching story—how we got from the first day of school to ditching a corpse—is more interesting, as is the larger question of what Kingsley and her students won't do to win. If this law-school drama can learn *Scandal*'s lessons without simply copying its homework, it could combine a slow-burn thriller with the kind of rapid-fire OMG moments that make each airing a communal event in Shondaland. After all, who wants to ride a roller coaster alone?

Books

Pudding Pop. The maddening paradox of America's favorite TV dad

By Larry Getlen

WHENEVER YOUNG BILL COSBY VISITED HIS GRANDPARENTS as a child, his Granddad Samuel would tell him stories from the Bible. But rather than just offer recitations, Samuel turned his tales into full-on performances, creating narratives filled with uniquely voiced characters and ending with strong moral lessons. Those encounters, according to Mark Whitaker's new biography, *Cosby*, shaped the premier comic story teller of our time. But Whitaker goes beyond the jokes, illuminating Cosby's personal life—with one glaring omission—from an impoverished Philadelphia upbringing with a mercurial father to his comedic rise in Greenwich Village bars to his career as a television pioneer who revolutionized not just comedy but the nation's perception of black America.

Born in 1937, Cosby was already noted in the fifth grade as a deft, amusing storyteller with a talent for lifting spirits. As a physical-therapy technician in the Navy, he regaled hospital patients with tales that had them laughing so uproariously, the lieutenant in charge feared stroke patients would relapse. As a fledgling comic influenced by bebop jazz and Mel Brooks and Carl Reiner's "2,000 Year Old Man" routine, he exploited his gift for improvisation at New York City's Gaslight Café—where he often slept in the same tiny storeroom in which Bob Dylan wrote the lyrics to "A Hard Rain's A Gonna Fall"—bringing loose outlines to the stage, then riffing in ways that rendered every performance unique.

Booked on Johnny Carson's *Tonight Show*, Cosby delivered a set that so enchanted 16-year-old Rob Reiner that he told his father Carl, who introduced Cosby to the producer of *Spy*. When Cosby landed a lead role in the 1965 series, *Variety* proclaimed him "television's Jackie Robinson." Success reinforced Cosby's confidence in dealing with the turbulent racial issues of the 1960s. He viewed racism as an obstacle best conquered not through battle but achievement. Many in the black community perceived his lack of outspokenness as a desire to suck up to white people, but Cosby thought the best way he could support African Americans was by hiring them. He did that in abundance, giving early breaks to the likes of Melvin Van Peebles and Samuel L. Jackson. He also advocated for education, giving generously to historically black colleges, including \$20 million to Spelman College.

Launched in 1984, *The Cosby Show* was so closely based on his own family that Cosby sometimes slipped and referred to Cliff Huxtable as Bill. The show was credited not only with reviving NBC but also with the "Cosby effect," in which images of black success helped Americans eventually feel comfortable electing our first black President.

Cosby covers many tough episodes, including the



'Television's Jackie Robinson'

When he landed a lead role on 1965's *I Spy* alongside Robert Culp, Cosby became the first African-American star of a television drama; he went on to win three consecutive Best Actor Emmys



comedian's estrangement from wild-child daughter Erinn and the 1997 murder of his son Ennis, but the book falters in a glossed-over take on Cosby's "roving eye." Whitaker mentions infidelities so casually that it leaves the reader, who has otherwise heard only of Cosby's devotion to wife Camille, with whiplash. Worse, the book omits accusations that Cosby drugged and sexually assaulted as many as 13 women from the 1970s to 2004. (While Cosby has denied the allegations through his attorneys and no criminal charges were ever filed, he did settle one civil case in which a woman claimed he had drugged and raped her.)

Whitaker notes that after first declining, Cosby gave him 15 hours of interviews and opened doors to sources. Did that cooperation come with conditions? *Cosby's* incomplete portrait leaves the reader feeling that at least one aspect of the man remains, and will continue to be, a paradox.

Reviews

Neeson as ex-cop Scudder with Bradley as his apprentice, T.J.



MOVIES

Silence of the Liams. The stalwart Neeson stalks psychos in a grim, sadistic thriller

By Richard Corliss

LIAM NEESON IS A PECULIAR MOVIE STAR: A leading man with a face of chiseled concrete, an action-film hero whose natural state is grim stasis, a box-office magnet at the advanced age of 62. He was 56 before playing an ex-CIA agent with special skills in *Taken*, which made him the Irish Eastwood minus Clint's ironic smile. Five low-budget Neeson thrillers—*Taken* and its sequel, plus *Unknown*, *The Grey* and *Non-Stop*—earned more than \$1 billion at the worldwide box office. He has become his own B-movie genre, and now he wants to move up to A-minus with Scott Frank's film of Lawrence Sanders' 1992 novel *A Walk Among the Tombstones*. That chatty title, in a recent résumé that has little use for definite articles and none for prepositions, indicates Neeson's aspirations to a higher screen IQ.

You get that in this film—via literary allusions and citations of A.A.'s 12-step pledge—along with a dose of sadism not seen much in upmarket American movies since *The Silence of the Lambs* and *Seven*. Like those films, this one is set in the 1990s; it casts Neeson as Matthew Scudder, an ex-cop who works outside the law to exact justice on behalf of the better class of criminals. His first client is Kenny Kristo (Dan Stevens, late of *Downton Abbey*), a drug trafficker who paid \$400,000 in ransom money for the privilege of finding his wife returned to him in pieces. Frank, who scripted the crime movies

Dead Again, *Get Shorty* and *Out of Sight*, flays the Block novel of significant female roles; the few remaining women speak little but get to scream as two kidnapper psychos (David Harbour and Adam David Thompson) sever the ladies' more or nemental body parts. To complete the PC-outrage perfecta, the killers are most likely gay.

Except for the slicing scenes, the movie mostly moseys, as Scudder stalks through the last ungentrified sections of Brooklyn picking up clues to the killers, who have made a fortune extorting drug dealers and defiling their women. At the landmark Green-Wood Cemetery, the creepy groundskeeper (Olafur Darri Olafsson, always a treat to watch) leads Scudder into the netherworld of sado-video frequented by the killers. Our taciturn Holmes also acquires a Watson: T.J. (rapper Brian "Astro" Bradley), a street tyke who has an improbable love for old-time detectives Sam Spade and Philip Marlowe. Man and boy help a Russian drug lord (Sebastian Roché) negotiate to get his young daughter (Danielle Rose Russell) back alive.

The cluttered climax, in a Mother Bates cellar, explains little of the killers' psychology; for that you have to read the book. But it does let Neeson assert his primacy as the movies' most graven, grievous senior citizen, who doesn't so much star in his movies as haunt them. Because of him, on a scale of 0 to *Seven*, we give *Tombstones* a 4.

MUSIC

Dark Clouds

Swedish singer-songwriter Tove Lo's debut single, "Habits (Stay High)," is climbing the Top 20, and with good reason: the song is a hazy paean to post-breakup delusionalism that sounds like nothing else on the radio. (Maybe Robyn. If she were addicted to cough syrup.) "Habits" sets the tone for Lo's timely first album, *Queen of the Clouds*, which announces her arrival as pop's messiest, most winsomely addled diva. Assisted by throbbing, gloomy production, she uses her little-girl voice to discordant effect on electro-pop anthems about heartbreak and headaches—the kind that follow a night of reckless partying.

But make no mistake: there's a razor-like precision to these songs that belies her rough-around-the-edges persona. Lo is an acolyte of superproducer Max Martin, and it shows in her songcraft. The sultry "Talking Body" makes use of a scabrous sing-along hook, while "Moments" works on tongue-in-cheek self-deprecation: "I can get a little drunk... but on good days I am charming as f-ck," she sings. Best of all is the stampeding "Timebomb," with a chorus that explodes like a confetti cannon. It's an unusually heavy buzz. —SAM LANSKY



Lo is far from sunny on *Queen of the Clouds*, out Sept. 30

Pop Chart

LOVE IT

A city in China has set up no-cell-phone walking lanes to encourage pedestrians to pay attention.

Coca-Cola is bringing back Surge, the Mountain Dew-like citrus drink it axed in the early '00s; it cited "passionate and persistent" demand among "brand loyalists."



Retired soccer star David Beckham tattooed a quote from Jay Z on his hand: "Dream Big. Be Unrealistic."

Beloved Dr. Seuss characters such as the Grinch and Horton appear in the new book Horton and the Kwuggerbug and More Lost Stories.



'If she were confident in her acting, she wouldn't be trying to be Martha Stewart.'

MARTHA STEWART, on Gwyneth Paltrow, who runs the lifestyle site Goop

VERBATIM



PERFECT DATE Artist David Hockney gives finger painting a new meaning with *The Arrival of Spring in Woldgate, East Yorkshire in 2011* (twenty eleven), a series of printed iPad drawings that depict different days of the season (above: March 18). The prints are on display at New York City's Pace Gallery until Nov. 1.

THE DIGITS

\$5,000

Expected price of the TiVo Mega, a new DVR device that will have roughly 24 terabytes of storage—enough to record approximately 26,000 hours of video (or about 128 every-Simpsons-ever marathons). It's on track to hit stores in spring 2015.

QUICK TALK John Cho

The story of *My Fair Lady* gets a social-media makeover in ABC's *Selfie*, premiering Sept. 30. In it, Karen Gillan (of *Doctor Who* fame) plays Eliza, who's more obsessed with Facebook friends than real ones. Cho, 42, plays Henry, the Luddite teaching her people skills.

—NOLAN FEENEY

Now that you're starring on *Selfie*, do you feel pressure to take a lot of them? No, I don't know that it's a good idea for people to take their own photographs. **You have that in common with your character.** I am a little curmudgeonly about new media, but Karen admonished me and said, "You should be tweeting more." I have been more active, and it is more interesting than I thought. **Were you ever on Facebook?** Never. I have this nightmare that one day I will have to look at every picture I've ever taken with people in an airport or in bars or restaurants, and it will make me very sad. It will be like the Vietnam memorial in Washington—a descending wall of sadness. **A lot of people have mocked your show's title. Are you worried they won't watch?** I was scared, because the word *selfie* sounds terrible. And it should! It's a good gag reflex we have as a society. **It sounds like Henry is a proxy for the audience, then.** If you think you're going to dislike the show, watch the show—there's somebody who would dislike the show on the show.

“ON MY RADAR

► *Frozen*

"My [6-year-old son] didn't like *Frozen* very much. The possibility of siblings being separated was too much for him. He loves his sister very much."





WORLD CLASS American photographer Paul Strand traveled the globe, but it was his time in Ghana that produced some of his most captivating work. Invited by Kwame Nkrumah, Ghana's first President and Prime Minister, after its independence from Britain, Strand captured the rapidly changing country through portraits like this one of a schoolgirl (Anna Attinga Frafra, Accra, Ghana, 1964), which appears in a Strand retrospective at the Philadelphia Museum of Art from Oct. 21 to Jan. 4.

ROUNDUP

Spice Up Your Life

America's love of pumpkin spice, cultivated in part by Starbucks' seasonal Pumpkin Spice Latte, is deepening. People spent \$308 million on pumpkin-flavored products last year, up 14% from 2012. Here, a few of the foods that have been launched to capitalize on the craze:



CREAM CHEESE

A perfect addition to your pumpkin bagel, pumpkin-spice cream cheese can turn your breakfast into a daily celebration of fall—assuming you're not grossed out by the spread's hummus-like peach color.

MARSHMALLOWS

Though one review of Kraft's pumpkin-spice marshmallows said the confections actually tasted more like ginger bread, marshmallows are an easy way to take your seasonal latte to the next level of pumpkin mania.

POP-TARTS

There's no actual "spice" marketed in these limited-edition snacks, but it's clear what trend Kellogg's is trying to cash in on. At least these treats list pumpkin as an ingredient: Starbucks' famous PSI, has none.



JELL-O PUDDING

Lazy bakers, rejoice! Jell-O has an artificially flavored pumpkin-spice pudding product that can double as pie filling if you're not up to the challenge of making an actual pumpkin pie with actual pumpkin filling.



GUM

If you want to get the taste of pumpkin out of your mouth, make sure you don't pick up Extra's pumpkin-spice gum—which launched in August to mixed reviews—in the check-out aisle. Its flavor is made to linger.



The producers of the Miss America Pageant misspelled **Jane Austen** as "**Jane Austin**" during a bio segment.

Kanye West stopped a concert in Sydney to **demand that fans stand up**—including one in a wheelchair (which West made his security confirm).



As part of an unsanctioned promo, a Pizza Hut in Melbourne offered a "**free small animal**" with every order of 10 large pies.

Zeus, the world's tallest dog—who stood 7 ft. 4 in. (224 cm) on his hind legs—**died in his home town** of Otsego, Mich., at age 5.



TASTY

TASTY

Kristin van Ogtrop

Life's Common Core

Ten requirements for teens that won't get them into college but will make them better people



I'VE HAD A PROBLEM WITH the word *core* ever since the day a personal trainer told me that I had one and that it really needed strengthening. Thus ensued months of boring and painful exercises, until both my trainer and I gave up. It seems that like Mother Earth herself, I have a unique core. And it's molten. So I stopped doing crunches and planks, and now the earth is spinning smoothly on its axis again. Goodbye, core worries.

But here we are, in autumn, when a mother's fancy turns (not so lightly) to thoughts of another problematic core—that is, the new Common Core curriculum standards. This particular mother thinks, Should I worry? Which really just means: Do I have to care about this fill-in-the-blank issue that all the other parents are so worked up about, or is it like teething or teenage rebellion, something that will sort itself out eventually whether I lose sleep over it or not?

I have been taking the teething-and-teenage-rebellion approach ever since I heard about the Common Core, but unfortunately for uninterested me, it's becoming unignorable. Just this morning I saw that the NBC affiliate in Buffalo has produced a series of videos to help parents understand first-grade math homework. People, has it really come to this? I mean, it makes sense that my 16-year-old would be able to outsmart me and my prying eyes on Snapchat, but shouldn't I still have some small advantage over my second-grader in the math department?

You see, that's the real problem with the Common Core: it makes well-meaning parents look stupid when we already have a whole world of social media to do that for us.

So to reclaim control in my little corner of the parental world, I am proposing

my own set of Common Core standards for teenagers. These will not help your children get into college, but they will help them become better people. And none of them requires watching a video from the NBC affiliate in Buffalo.

Hello, class of 2015! Congratulations—you're almost there! And your parents are so proud of you! Although not as proud as they will be once high school is over and you're out of their hair, what with your eye rolling, unpredictable com-

chicken roasted on a bed of vegetables might even provide leftovers.

3. Hold down an unpleasant job that makes you hate your parents a little bit because they won't let you quit. When I was your age, I worked as an intern on Capitol Hill and on an assembly line in a Westvaco paper-box factory. Guess which job taught me more about life. (Although I did find myself alone in the hall one afternoon with Senator Sam Nunn and he actually said hi to me, which was superthrilling.)

4. Go somewhere for the weekend without your phone, just so you know what it feels like to be in solitary confinement, or dying.

5. Every time you get a new toy or gadget, give an old toy or gadget away to someone who doesn't get new things as often as you do.

6. Take care of someone or something other than yourself. A pet does nicely here. And if it's a dog, learn to brush the dog far enough away from the back door that the hair does not all come whooshing back in when you are finished. Yes, I speak from experience.

7. Write a heartfelt thank-you note to someone over the age of 70. Even if this person hasn't given you a holiday or birthday present, find something to thank them for.

8. Read a book for pleasure. If you start one and still hate it on page 50, find another one. Repeat as needed until you find a book you really love.

9. Do something nice for a neighbor without expecting any credit for it. Rake the leaves, shovel the walk, put the newspaper on the front step if it landed in the middle of the driveway. Keep your identity there secret.

10. Don't race to the top. Never race to the top. If you want to aim for the top, good for you. But try to get there slowly, deliberately, without knocking everyone else out of the way. Or missing the beautiful view.



ings and goings and constant requests for small personal checks made out to the PTA in annoying amounts like \$13.65.

There's just one little thing. In addition to all those incomprehensible Common Core requirements the grownups have been droning on about, you need to be able to do the following in order to get your high school diploma:

1. Write a letter. An actual letter that does not begin with "Hey" and is written, in handwriting, on real paper.

2. Learn to cook a good meal that can feed the entire family, no matter what size family you have. According to the 2010 U.S. Census, the average American household has 2.58 people. One nice



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10 Questions

McEwan's parents had his brother David Sharp, right, before they were married and secretly put him up for adoption



Quintessentially British novelist **Ian McEwan** on wandering spouses, long-lost brothers and Magneto

Your new novel *The Children Act* is about a decades-old marriage in crisis. Does time increase the chance that a marriage will survive an affair?

In my experience, it's more of an explosion after 35 years than it would be after five. The marriages can resume, but they don't quite resume on the same terms. Even if they patch it together, the patches will show.

So your advice is, if you're going to cheat, do it early?

Yes. If you're going to cheat, do it before you get married.

The husband is aggrieved after seven weeks and one day without sex. Do you consider that an egregiously long time?

That's what my character believes is an egregiously long time. One [female reader] said, "Yeah, tell him to get over it."

A family in the book wants to withhold medical treatment for their child because they're Jehovah's Witnesses. A judge has to decide what to do. You're an atheist. Is there a message here?

One thing this isn't is an atheist tract. I was very keen to give warmth and life to the Jehovah's Witness boy and his father. I'm really on the side of the law in this personally. But sometimes you might disrupt someone's belief, and you find that you don't have anything to put in its place. You might take

away a network of family and social relations, a great deal of consolation and many other things. It's not as simple as waving a wand over someone and banishing their gods and then they'll be happy.

Did you spend much time in family court for research?

Yeah. I hung around the courts and spent time with judges. The family court seems neglected in fiction. The judgments I was reading—about the end of love, and the separation of goods and money, and the destinies of children and medical ethics—so many of them are things that fiction routinely deals with.

You grew up in Libya. Have you been back?

Not since 1960. I long to go. I was going to go after [Muammar] Gaddafi. But only a fool would go now. It's funny, I follow everything that happens there. It's like watching a relative in distress.

As a McEwan, are you pro-Scottish independence?

I'm a "don't know." My wife is very pro. I worry. Because I'm half-Scots and half-English, I think this will do great harm to England's political makeup. We might end up with a Tory government forever. And if there were a referendum on the European Union, England would probably vote to leave. And we'd

just become a tiny, irrelevant offshore tax haven.

You discovered a decade ago that you have a much older brother who was a bricklayer. Isn't that fodder for a novel?

No. Well, I don't want to invade his space. I'm very fond of him. He's been a real plus. I haven't ruled out exploring that one, but I would want to deal with it fictionally. And probably before investigating that whole very interesting scenario, translate it into something else.

Do your earlier, darker novels have more or fewer fans?

Some people write to me and say, "You only ever wrote one good book." And others say, "I just love what you've been doing ever since *Atonement*."

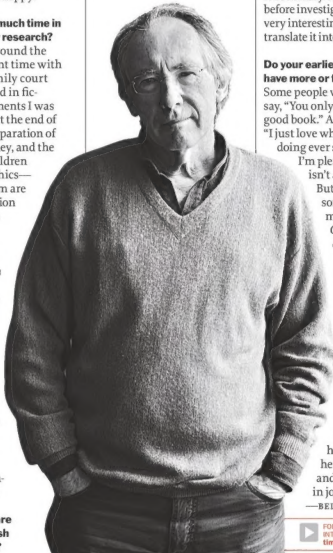
I'm pleased that there isn't a consensus.

But yeah, there are some pale young men who think *Comfort of Strangers* is the one.

Sir Ian McKellen says people mistake him for you. Is the reverse true?

Oh, absolutely. A very famous Welsh poet told me he really admired my Richard II. I've never heard before that he gets it as well, and my heart leaps in joy. That's good.

—BELINDA LUSCOMBE



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